The WLS National Barn Dance offered a Barn Dance cut-out for 10 cents, on one half hour program, 10 to 10:30 p.m. CST.

6,735 people sent in their dimes—from 47 states, District of Columbia, and Canada...but not one from Nevada!

The WLS National Barn Dance cut-out for 10 cents, on one half hour program, 10 to 10:30 p.m. CST.

FROM A SALES MANAGER'S VIEWPOINT

- One 30-minute program on one station, WLS, drew 6,735 letters, each containing ten cents.
- One 30-minute program on one station, WLS, drew mail from 47 states!
- 162 requests came from New York state, 356 from Pennsylvania, though the time was 11 p.m. in those states.
- This half-hour segment of the WLS National Barn Dance is now available for your advertising.
- See a John Blair man today.

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK—KOY, Phoenix, KTUC, Tucson, KSUN, Bisbee-Lowell-Douglas
WHAT IS A CUSTOMER?

A customer is the most important person ever in this office or store, or factory, either in person or by mail.
A customer is not dependent on us. We are dependent on him.
A customer is not an interruption of our work; he is the purpose of it. We are not doing him a favor by serving him; he is doing us a favor by giving us an opportunity to do so.
A customer is not an outsider to our business; he is part of it.
A customer is not a cold statistic . . . a name on a filing card or a ledger sheet. He is a flesh-and-blood human being, with biases, prejudices, feelings and emotions like our own.
A customer is not someone to argue with. Nobody ever won an argument with a customer.
A customer is a person who brings us his wants. It's our job to fill them profitably . . . to him and to ourselves.

* Our customers are two . . . the people who listen and the advertisers who buy our time.
* How well KRNT has served the people who listen has been demonstrated again and again and again by C. E. Hooper, Inc.
* How well KRNT has served its advertisers is demonstrated by the fact that men in advertising offices throughout the nation say, "It's profitable to do business with the Cowles station in Des Moines."
THE

ANSWER

MAN

6:30 to 6:45 P.M.
Monday thru Saturday

WEAN, Providence
Sponsored by BOND CLOTHES

Heard on these stations and available for sponsorship
WNAC, Boston WAAB, Worcester WMTW, Portland WONS, Hartford

Also available for the entire Yankee Network


Fifteen minutes of accurate, rapid-fire answers to listeners' questions. An average of 225 questions answered each week, as many as possible on the air and the balance by personal letters from the Answer Man.

All-family appeal, demonstrated by daily mail and consumer surveys, and the steady demand for personal appearances before school groups, clubs and civic organizations attest the high entertainment value of the Answer Man.

THE YANKEE NETWORK, INC.
Member of the Mutual Broadcasting System

**Closed Circuit**

UPON COMPLETION of clear channel proceedings before FCC expected prior to year's end, John H. Dewitt Jr. will return to WSM, Nashville, 50,000 W clear channel outlet, as president. Prior to war, in which he distinguished himself in Signal Corps radar development, John H. Dewitt was chief engineer program of WSM. Since separation from service year ago, he has supervised CBBS engineering work. Harry Stone, vice president and general manager of WSM, continues as operations head.

SPLIT LOOMS between Carl Wester and Ira Phillips, partners in hour-long NBC soap opera segments sponsored by General Mills. Neither side would confirm, but it's known agency and sponsor have ordered new stations of silence. First move apparent is upcoming sponsorship of Guiding Light on CBS for Procter & Gamble starting June 2.

PGO (Drone) on June 1 will drop Don Ameche Show on NBC but keep time until July 1. Currently preparing another show for June. Reason for dropping Ameche most likely rating trouble. Account's future plans include radio. Kastor-Farrell, Chesley & Clifford, N.Y., is agency.

ITS 50-50 bet that hearing on FCC's FM channel reallocation plan [Broadcasting, April 14] won't be held May 8-9 (Thursday, Friday) as planned. Only one or two briefs filed by May 1 deadline and careful examination of these may show readjustments can be made, if deemed advisable, without need for full-dress hearing.

ANALYSIS of FCC decisions during past year indicates four primary factors taken into account in favorable actions on new applications are (1) integration of ownership with management; (2) local residence; (3) broadcast experience; (4) Section 307(a) of Communications Act providing for equitable distribution of facilities geographically. Of course with certain FCC members promising (i.e., Blue Book boxscore) are perhaps salient ingredient.

** THAT SECTION 307(b) is basis for new study undertaken by FCC staff to determine what would constitute equitable assignment of standard stations in given cities in relation to existing allocations. Such blueprint presumably would be used in evaluating multiple applications are (1) integration of ownership in same geographical areas, taking into account frequency and conductivity.

UNLESS there is sudden about-face, both NBC and CBS will carry through plans to withdraw from active membership in NAB Board. Networks likely will accept associate status, along with MBS which (Continued on Page 4).

**Business Briefly**

PRUDENTIAL SUB • Prudential Insurance Co. replacing Family Hour series Sun., 5:30-6:00 p.m., on CBS, with light music. Charles Fredericks to be male singer, feminine not yet selected. Agency, Benton & Bowles, N.Y.

DUFFY REPLACEMENT • Bristol-Myers Co. replacing Duffy's Tavern, NBC Wed., 9:30-10 p.m. with Johnnie Carson and Tex McCrary. Duffys announced for Oct. 1. Agency, Young & Rubicam, N.Y.

GENERAL FOODS INTERIM • General Foods replaces Annie Fiete Show Aug. 1 with Gorden Macrae, baritone, for five weeks after eight-week hiatus. Agency, Young & Rubicam, N.Y.

REPLACES FIBBER • Fred Waring show again replaces Fibber McGee 15 weeks starting June 15 for Johnson wax on NBC.

**U.S. INDUSTRY LEADERS TO CONFERENCE WITH MARSHALL**

SECRETARY OF STATE Marshall, top Congressional leaders meet with licensees today (May 5) to get legislative support for minimum funds to continue international broadcasting (early story page 92). Bottom figure needed for overseas shows about $5,000,000. Expected to attend were:


Congressional leaders included Senators: Arthur Vandenberg (R-Mich.); Alben Barkley (D-Ky.); Hubert Humphrey (D-Minn.); Edward Kennedy (D-Mass.); J. William Fulbright (D-Ark.); Barry Goldwater (R-Ariz.); John L. McClellan (D-Ark.); Jacob Javits (R-N.Y.); John Pastore (D-R.I.); Joseph McCarthy (R-Wisc.); James Eastland (D-Miss.); David F. United States Senator from Mississippi.

**Upcoming**

May 5: Closing sessions, Ohio State U. Institute for Education by Radio, Columbus.


May 5-6: NAB District 2 Meeting, Waldorf-Astoria, New York.

May 7-8: RCA Industrial Relations Seminar, Hotel Pennsylvania, New York.

May 8-9: NAB Area D Meeting (Districts 8, 9, 11) Palmer House, Chicago.

(Other Upcomings Page 93)

**Bulletins**

PETRILLO CASE to be argued today (May 5), Supreme Court announced late Friday. Attorneys for Government are Robert Stern and Douglas McGregor; for Affirm, Joseph Padway and Henry Kaiser (early story page 15).

DAVID SARNOFF, RCA president, tentatively scheduled to speak at RCA banquet June 12 during Chicago convention at Stevens. FCC Chairman Denny also has tentatively accepted RCA invitation to speak. Principal RCA divisions and committees to meet during June 10-12 proceedings.

FIFTY STATIONS have signed with BMB for second survey to be conducted in March 1948. BMB reported Friday. Stations located in 24 States, include affiliates of all four major networks as well as independents, range from 250 w to 50 kw and include many new subscribers.

CBS discharged group of television directors and engineers Friday. Network announced all studio television programs stopped; will concentrate on actuality broadcasts such as sports and special events.

STANDARD OIL, N. J., to devote 2,000 spot messages to highway safety during summer pre-holiday weeks.

**FOURTEEN first awards for 12 classifications of programs announced by Ohio State U. Institute for Education by Radio at 17th meeting May 2-5 which opened Friday at Columbus.**

Of total, ABC won lion's share, NBC and CBS won three each, MBS won one and Canadian Broadcasting Corp. two.

Classifications of programs and winners of first awards follow:

Religious programs, "The Eternal Light" produced by Jewish Theological Seminary of America, N.Y.

Cultural: "Cultural Theatre of the Air," planned and produced by Theatre Guild, ABC. Another first award in this classification went to NBC Symphony, N.B.C.

Personal and social programs: "Are These Our Children?" produced by N.B.C., News Interpretation: Raymond Swing, ABC. Children's shows: "Are These Our Children?" produced by NBC, "Doctors-Then and Now," NBC.


Teen-Ager Shows: "It's Up to Youth," MBS.

**ABC Leads Ohio State U. Program Awards**
**THESE INTERMOUNTAIN NETWORK STATIONS HAVE 82% to 92% OF THE AUDIENCE in their home town markets in Utah, Wyoming, Montana**

<table>
<thead>
<tr>
<th>STATION, CITY &amp; STATE</th>
<th>INTERMOUNTAIN NETWORK STATION</th>
<th>ALL OTHER NETWORK STATIONS COMBINED</th>
</tr>
</thead>
</table>
| **KVRS**
Rock Springs, Wyoming | 92.8% of the audience | 7.2% of the audience |
| **KRJF**
Miles City, Montana | 82.5% of the audience | 17.2% of the audience |
| **KOAL**
Price, Utah | 90.4% of the audience | 9.6% of the audience |

*Hooper Station Listening Index Winter, 1947. Daytime index Monday thru Friday, 8:00 a.m. to 6:00 p.m.

**AND NOTE THIS:** Even in the competitive Salt Lake Metropolitan Market (Salt Lake, Ogden, Provo) the Intermountain Network stations are FIRST in daytime listening.

Ask Avery-Knodel Inc. for details!

---

15 HOME TOWN MARKETS COMPRISIE THE NEW INTERMOUNTAIN NETWORK

**UTAH**
KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan

**IDAHO**
KFXD, Boise-Nampa
KVMV, Twin Falls
KEYT, Pocatello
KID, Idaho Falls

**WYOMING**
KVRS, Rock Springs
KWYO, Sheridan
KDFN, Casper
KPOW, Powell

**MONTANA**
KBMY, Billings
KRJF, Miles City

**KALL**
of Salt Lake City
Key Station of the Intermountain Network and its MBS Affiliates

**CONCENTRATED COVERAGE where the people live**
reach

a richer market in Eastern Iowa with

Iowa's farms are more numerous, better equipped, smaller than other U. S. farms. That's part of the WMTland market story revealed by the Iowa Development Commission.

Some others: Iowa farms are 91% radio-equipped as compared to 72.7% for U. S. farms as a whole. And cash receipts from farm marketing are over twice as large in Iowa as elsewhere.

Small wonder more and more dollar-smart time buyers choose the rich Eastern Iowa market, blanket it with WMT.

And that's only half of the "twin market" picture. Half of Iowa's prosperous income is industrial. You get both with WMT. Ask your Katz representative.
BUILDING A FUTURE

Every house built cuts into the critical shortage and builds a future market... Construction of 2,090 family units during 1946 was a step toward solving the problem in the Nashville area. The $11,118,525 spent for this work helped keep employment high and created a greater potential market for your products... And you can make the most of this sales potential by reaching the large audience who turn to WSIX.

AMERICAN • MUTUAL
5,000 WATTS  980 K C

Represented Nationally by THE KATZ AGENCY, Inc.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY
Spot Radio is the one way to fit radio coverage exactly to your needs.

Only with Spot Radio can you hand-pick the markets, the stations, and the times for your selling messages. Only with Spot Radio can you vary the frequencies, volume, and cost to match your sales problems.

The only way to localize your radio effort is with fast-acting, penetrating Spot Broadcasting. The best way to assure the success of your campaign is to use the finer facilities of these fine radio stations.

AVAILABLE!

This first study of its kind measures the audience of radio commercials! Brochure explains technique and scores. Write us on your letterhead. Address 17 East 42nd Street, New York 17, New York.

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO
ATLANTA • BOSTON

THE YANKEE AND TEXAS QUALITY NETWORKS
Feature of the Week

AMATEUR farmers watch an 'expert' at WMT Cedar Rapids' National Clean Flooding Contest last week. Shown above are (1 to r): Jim McGihige, Olmsted & Foley Agency, Minneapolis; Don Inman, commercial manager, WNAX Yankton, S. D.; Bob Timchin, general manager, WNAX; Bill Wright, Katz Agency, New York; Bill Joyce, Katz Agency, Chicago; William B. Quarton, general manager, WMT; Senator B. B. Hickenlooper, at wheel of tractor; Dave Decker, Katz Agency, Chicago; Dick Montgomery, Copney Agency, Kansas City; Wally Lyon, W. D. Lyon Agency, Cedar Rapids; Don Sullivan, commercial manager, WMT.

TOTAL of 40,000 persons attended last week's second annual National Plowing Contest sponsored by WMT Cedar Rapids, Iowa, and the Cedar County Farm Bureau, station management reports.

Field of 64 contenders plowed 32 acres of farmland and planted 90,000 corn boxes in half an hour. Winner of $500 first prize was Robert Bowery, 27-year-old veteran. Gallery included Iowa's junior U. S. Senator, Bourke B. Hickenlooper, who crowned the Queen of the Day and later spoke briefly.

WMT's farm service director, Chuck Worcester, interviewed the winner of the Farm Gadget Contest in a special broadcast from the plowing field.

Sellers of Sales

ACK in 1933 a youngster with a brand-new B. S. degree in journalism from the U. of Oregon went looking for a job in radio, and—despite the fact that jobs were harder to find than hen's teeth in that depression year—actually found one as account executive for the Seattle NBC outlets, KOMO and KJER.

The youngest was Francis G. (Moon) Mullins, and that first job led by rapid steps to his position as vice president of Ruthrauff & Ryan, and manager of that national advertising agency's Pacific Northwest region, embracing six states and Alaska.

Ruthrauff & Ryan's regional office, under Moon's direction, is one of the largest buyers of radio time in the area. One account, Binyon Optometrists, uses virtually every station in Washington and Oregon. Starting with a small radio appropriation and growing steadily in the past ten years, Binyon now puts 85% of its advertising expenditure into radio, and has become the second largest optical firm in the United States.

Moon doesn't think these two facts are merely coincidental.

Among the agency's other accounts which use radio extensively in PictSweet Foods, Inc., producers of canned vegetables and a complete line of frozen foods. Using the CBS Pacific Coast Network out of Hollywood, PictSweet sponsors the Sunday afternoon Your Hope Chest to tell housewives-to-be about its products.

After four years at KOMO-KJR Moon set up his own advertising agency, Sage & Mullins. The next step was a vice-presidency and partnership in Pacific National Advertising Agency. In 1939, he joined Ruthrauff & Ryan, becoming vice president three years ago.

Born in Tacoma, October 11, 1906, Moon has spent all his life in the Pacific Northwest. He and his wife, Georgia Mae, have two children. The Mullins family lives in Seattle and owns a summer place on the beach south of the city, where Moon spends his spare time "when I have any time—which is seldom."

Dear Cousin:

S'elp me, cousin, I'm just plumb tuckered out from Fiesta Week. Say, did South Texas turn out for San Antonio's big celebration. Course, you know that we carried the Battle of Flowers Parade, so that all our KRTSA audience could hear it and did Bob Holleron, Fred Bennett, and Pat White do a grand job! Y'know, they sure ganged up on us this year. Yesir, put time change and Fiesta Week right together and believe me, it was rough. On top of that, our Gee Em, Mr. George Johnson, and Rex Pres were over at Houston for the 13th District N.A.B. Meeting the early part of the week, so us kids really had to carry the ball. Cousin Tom Peterson at the THS Chicago office had the right idea about time change. He said being a station rep was just like being a babysitter; seems it's always time for a change, darn it. Well, Cuz, I guess I better go answer the mail I'm readin' from above. Besides, it's sure nice and springy and lazy-like down here. Come down and see us; the blue bonnets are sure pretty. Hopin' you are the same.

Love and kisses,

Your Favorite Cousin

KRTSA

San Antonio

$600 on the Dial-500 Watts H.

Affiliated With

CBS

KRTSA

SAN ANTONIO

May 3, 1947
The recent Woodward, Okla.-Higgins, Tex. tornado and the Texas City holocaust provided impressive evidence of KFBI service to its listening audience. KFBI mobile equipment was rushed to the scene immediately after first news reports of these disasters were received. Wire recorded interviews with survivors at Texas City were broadcast exclusively in this area by KFBI. Woodward eyewitness accounts were on the air four hours ahead of any other broadcast originated by a Wichita station.

The KFBI engineer and special events crew were able to lend important aid to the Red Cross, State Police, Salvation Army and Communications facilities in the stricken areas. Casualty lists were tabulated and the KFBI audience was kept constantly informed with special wire recordings and five regular KFBI originated newscasts.

ABOVE: On the scene wire recordings by KFBI at Texas City were the only eyewitness reports originated by a station located so far (700 miles) from the disaster. The picture shows KFBI Manager Robt. K. Lindsley; Newscaster Coyd Taggart; Chief Engineer K. W. Pyle; Program Director J. B. Bradshaw and pilot, Dean Case, with the KFBI Special Events crew and plane; flaming Texas City is pictured in the background.

LEFT: Coyd Taggart interviews a survivor of the Woodward, Okla.-Higgins, Tex. tornado. KFBI special events engineer Les Campbell is pictured at the wire recorder.

BELOW: KFBI mobile unit is completely equipped to provide every on-the-scene facility for special events broadcasts.
NO. 7—Intimate Glimpses into the Lives of the Great (est Spot Radio Sales Organization on Earth!)

The distinguished character so lovingly limned above as he conducts an F & P Directors’ Meeting is, of course, our one and only James L. Free, founder and Chairman of the Board. Now located on the Coast, but active in the management of F & P, Jim Free is one of station-representations' very earliest pioneers. On this, the day of Free & Peters' fifteenth anniversary, we doff our hats and give a long salute toward the West.

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Over 200 AM Cases Cleared by May Deadline

FCC ANNOUNCED THE end of its three-month “temporary expediting procedure” last Thursday after a burst of speed unequalled in Commission history.

The announcement came on schedule—Thursday, May 1—after almost continuous Commission sessions for three days in which actions were issued on more than 200 standard broadcast applications for new or improved facilities. It said every Processing Line 2 application filed before the expediting plan started Feb. 7 had been granted or set for hearing—“some 250 in all.”

The plan was less successful with Line 1, composed of engineeringly simple applications. The Commission made no formal announcement, but actions there reached only to applications filed up to Jan. 16. These numbered around 200, leaving about 100 yet to be acted upon.

FCC authorities discounted this shortcoming, asserting that the expediting system was designed for the technically troublesome cases which make up Line 2, most of which had been awaiting action for upwards of a year. Failure to extend the plan until all pre-Feb. 7 cases could be given action, however, was expected to provoke protests and possibly court tests of the entire plan’s legality.

To clear away the last of the Line 2 cases and meet the May 1 deadline for return to normal licensing, the Commission met almost continuously Monday and Tuesday and up to midnight Wednesday night.

The week’s work included:

- Grants for 52 new AM stations, not counting docket cases;
- Grants for improved facilities for 50 existing or previously authorized stations, not counting changes involving antenna designs, etc.;
- Designation of scores of applications for hearing.

Announcement of proposed decisions in docket cases involving 10 applications (three grants, seven denials).

Orders or final decisions covering nine applications (five grants, four denials).

Approval of transfers of control or assignments of license involving seven AM and two FM stations.

Actions on 15 AM and FM renewal applications.

Conditional grants for 11 FM stations.

Hard pushed for several weeks, the Commission ran neck-and-neck with time as it neared the May 1 goal for resumption of normal licensing.

Not until the final session—shortly before midnight April 30—was it known whether the expediting plan would or would not be extended. And then it was a 3-to-2 vote which lifted the procedure wherein the Commission and its staff, with the technical assistance of industry engineers, have worked to clear away applications filed before Feb. 7 without regard to those filed afterward.


The announcement declared: “Temporary Expediting Procedure Ends; Accomplished Purpose.” Issued May 1, its text was:

- The Commission is pleased to report that, as a result of the splendid cooperation which it received from applicants and their engineers who participated in the channel, stations and the unstinting efforts of its own staff, the temporary expediting procedure which expired yesterday, has accomplished its purpose. It enabled the Commission either to grant or designate for hearing every Line 2 application filed prior to Feb. 7—some 250 in number.

It was no surprise, within the Commission or in industry circles, (Continued on page 89)

AFL Prepares Radio Campaign to Counter Labor Legislation

AMERICAN FEDERATION OF LABOR has turned to radio in a full-scale campaign to combat anti-labor legislation currently pending in Congress.

Allocating between $250,000 and $300,000 of its million dollar program to broadcasting, the AFL has already arranged for day and nighttime shows on ABC with another network time purchase in the offing. A spot campaign is also scheduled for the near future.

Keystone of the new campaign will be the entertainment union’s committee in cooperation with the AFL. The group, formed last Thursday in New York, includes all AFL entertainment unions and the Radio Writers Guild. This body will correlate and project all radio plans of the parent union in its efforts to neutralize labor control activities.

Members of the newly-formed committee include George Heller, national executive secretary of AFRA; Lawrence Tibbitts, president of American Guild of Musical Artists; Edward J. McHale, special consultant, Associated Actors and Artists of America; Ed Byron, president of NY chapter of Radio Directors Guild; George Zachary, vice president of RDG; Harry Steeber, American Federation of Musicians; Phyllis Perlman, Association of Theatrical Press Agents and Managers; Morris Novik, video consultant of the AFL campaign, and Peter Lyon, Eastern regional vice president of Radio Writers Guild.

Mr. Novik, who is also radio consultant of the International Ladies Garment Workers Union, will act as liaison between the AFL and the production groups in New York, Hollywood and Washington.

Formats Disclosed

Formats of the new shows as announced by the New York headquarters will include a quarter-hour dramatic presentation titled “Pursuit of Happiness” to be heard across the board, Monday through Friday, 3:45-4 p.m. on 239 ABC stations; a half-hour variety show, Thursday, 9:30-10 p.m. on the same network, as well as a talk program, 8:15-8:30 p.m. on Tues-

2 Albany Stations Among Multiple Authorizations

GRANTS for two new fulltime stations at Albany, N. Y., and 50-千瓦 operations for WHDH Boston and KFBK Sacramento were among outstanding authorizations in last week’s FCC actions.

One Albany grant, for 850 kc with 10 kw (DA fulltime), went to a group including Stephen R. Rintoul, former licensee of WSRR Stamford, Conn. (now WSTC), and Chairman Trell W. Yocum, head timebuyer of Young & Rubicam. The other, for 590 kc with 5 kw day and 1 kw night (DA), went to a group of business and professional men.

WHDH, Boston Herald-Traveler station, an independent, was authorized to increase from 5 to 50 kw (DA) on 850 kc. KFBK (ABC affiliate) one of the McClatchy stations, increases on 1530 kc from 10 to 50 kw (DA).

Other highlights of the grants included:

- KWK St. Louis (MBS affiliate) goes from 5 kw day and 1 kw night to 5 kw fulltime (DA) at night) on 1380 kc.
- WHOM Jersey City, New York area independent recently acquired by Generoso Pope, increases on 1480 kc to 5 kw (DA) from 1 kw day and 500 w night.
- Keith Kiggins, former ABC vice president, and Donald W. Reynolds, licensee of KFSA Ft. Smith, Ark., were granted a new station at Erie, Pa., on 1350 kc with 5 kw (DA).
- WINZ Hollywood, Fla., new daytime independent of Jonas Weiland, licensee of WPTC Kinston, N. C. and part owner of WSSV Petersburg, Va., goes fulltime with 1 kw on 940 kc (DA at night).
- WREN Lawrence, Kan. (ABC affiliate) moves to Topeka and increases from 5 kw day and 1 kw night to 5 kw fulltime (DA at night).
- S. H. Patterson was granted a new Topeka station on 1440 kc with 5 kw (DA) on condition he dispose of KVAY Atchison (MBS, KBS) which was authorized to (Continued on page 89)
**Network Program Hooperatings**

**Subscribers’ Rates Are Increased**

SUBSCRIBERS to network program Hooperatings last week were notified of general rate increases by C. E. Hooper Inc. The increases will be effective July 1.

C. E. Hooper, president of the audience research firm, announced that costs of his service had risen by as much as 600% since 1943 and that the increase in subscription rates was urgently needed.

Under the new price list, network rates were doubled, and rates paid by advertising agencies placing three or more sponsored network programs were appreciably raised. Rates paid by agencies and advertisers placing no more than two sponsored network shows were unchanged.

In a letter sent to all clients Mr. Hooper explained some of the cost rises that, he said, forced up the rates. Since 1943 his average wage to field interviewers has risen 35%, the average wage of clerical help 60%, office rent 600%, equipment investment 600%. Staff expansions and the broadening of services accounted for further costs, he said.

Mr. Hooper said that his firm operated $2,000 in the red during April and would lose even more money in May.

Of the total of $4,000,000 contributed to Hooper by subscribers since 1938, only $119,999 net profit has been realized, he said. Of that, $101,000 went for taxes and $6,000 for furniture and equipment.

The inheritance of Hooper's subscribers to the defunct cooperative analysis of broadcasting which expired a year ago had netted only a 4% increase in Hooper revenue, Mr. Hooper said. An additional 1.7% increase from this source is expected as of May 31, he explained.

Under his agreement with CAB, Mr. Hooper was to turn back to clients the difference between his rates and those of CBS for one year following the CAB dissolution.

The rate changes, which will be effective July 1, follow:

1. Advertising agencies placing three or four sponsored network programs—base charges increase from $100 to $105 per month, plus $1 per minute of program time surveyed each month.
2. Advertising agencies placing five or more sponsored network programs—base charge continues at $100 per month, plus $1 per minute of program time charge, and are subject to ceiling price of $1,200 instead of the present $1,000 per month.
3. ABC and MBS charges will be increased from $160 per month to $1,200. NBC and CBS charges, formerly $750 a month, will be $1,500.

Present rates will obtain for the following categories:

- Agencies and advertisers placing no network programs—$25 a month.
- Agencies placing one or two sponsored network programs—base charge continues at $200 per month, plus $1 per minute of program time surveyed.
- Advertisers subscription where agency already subscribes and pays base rate—charge of $1 per minute of program time surveyed.

**Bunte Renews**

**BUNTE BROTHERS, Chicago**

by Presbys, Fellers & Presbys Inc., Chicago, has ordered 52-week renewal effective June 1 of World Front on NBC, Sundays 11-11:15 a.m. CST.

**PERFECT CIRCLE BUYS AUTO CLASSIC SHOWS**

PERFECT CIRCLE Piston Ring Co., Hagerstown, Md., will sponsor four separate broadcasts on MBS on May 30 of the Indianapolis Speedway auto classic.

The broadcast will consist of description of the crowds, color of the event and results of the pre-race warm-up by Bill Slater and his corps of announcing assistants. This broadcast will continue until 12:15, at which time it is anticipated all contestants will have gotten under way. The network will return to the Speedway at 1:15 p.m. for a 15-minute description of the early laps report, again at 3:15 p.m. to describe the three-quarter mark of the race. The network anticipates that the finish will occur sometime between 4 and 4:30 p.m. Agency for Perfect Circle is Henri, Hurst & McDonald, Chicago.

**Sinatra Replaced**

LOW BUDGET will keynote the fall replacement for Frank Sinatra Show of P. Lorillard Co., for Old Gold cigarettes, according to Mann Holiner, Lennen & Mitchell vice president. No immediate replacement will be made, he said. As summer replacement Rhapsody in Rhythm, a musical package on June 10 takes over the CBS network time, talent is not yet set.

**‘Look’ Spots**

LOOK Magazine, New York, will start sponsorship of a spot campaign May 13 through Kenyon & Eckhardt, New York. The exact amount was not disclosed, but budget is said to be large. Campaign, which is planned on bi-weekly schedule to coincide with issue of magazine, will consist of spots, with participation shows in certain areas.

**Bank Series Set**

AMERICAN BANKERS ASSN., New York, announced last week production of a new transcribed series of 26 programs on bank services featuring the theme of money management. The series, four minute dramatizations built around present day money problems, can be bought by member banks for sponsorship of their local stations.

**Baron Campaign**

BARON FOOD PRODUCTS Corp., New York (kosher food products), has appointed D. A. Nelson Inc., New York, to handle its advertising. A campaign on behalf of Baron's Kosher Home Style Chicken Fricasse is set for start in about 60 days. Radio, newspapers, television and demonstrators will be used with the emphasis on the foreign language field.
**Simpler FCC Questionnaire Studied**

Form Drafted by Budget Bureau and Radio Committee

DEEP CUTS in the complex mass of FCC questionnaires, drafted by a broadcast group in cooperation with the Budget Bureau, were sub-
mitted last week to the FCC for its perusal by David E. Cohn, of the Bureau's Division of Statistical Standards. The proposed forms provide a simplified system of questionnaires which will ease the burden on applicants for licenses, CPs, renewals and transfers.

The forms were discussed April 26-27 at a meeting between Mr. Cohn and the Committee on Radio Broadcasters, Advisory Council on Federal Reports, of which Wayne Coy, WINX Washington, is chairman.

FCC to Consider

FCC will consider proposed changes, indicating those it deems advisable. These proposed revisions will then go to the Budget Bureau, which has final authority over questionnaires content under the Federal Reports Act of 1942 and the Administrative Procedures Act.

Public hearings probably will be called within two or three months, should the three participating groups be close to agreement.

The weekend meeting, held at the Roanoke Hotel, Roanoke, Va., did not go deeply into the program sections of the questionnaires. These sections have been redrafted by the FCC to implement the Blue Book program standards and were considered at earlier joint me-
tings held last autumn. The Budget Bureau under law must accept the FCC's program requirements since the FCC is the policy-making body. At earlier joint meetings many suggestions made by the committee were accepted.

The broadcasters' committee has been aiding the Budget Bureau in the joint effort of all three agencies to determine whether FCC questions impose undue hardship on respondents in answering them and to prevent inclusion in forms of questions which may be an-
swered by material filed elsewhere within the Government.

Radical departures in the meth-
od of filing information with the

**Florida Libel Bills**

LIBEL bill protecting broadcasters from libelous and slanderous ut-
erances where due precautions have been taken is pending in the Florida Legislature. Identical measures—H-B 399—were introduced last week by Senator Beacham and Representative Luck-

**AFM Brief Answers Federal Charges**

Arguments Will Be Heard In Supreme Court This Week

AFM has completed its brief for presentation to the Supreme Court, preparatory to the High Court's hearing of the test case on the constitutionality of the Lea Act. The case was scheduled for argu-
ment today (May 5) or tomorrow.

The brief characterized the Lea Act as "patently unjust and un-
constitutional." It prohibited "all means, including those peacefully and traditionally used by workers" to obtain their ends in collective bargaining.

Answering the government's brief, filed April 24 [BROADCAST-
ING, April 28], AFM declared that the provisions of the Lea Act "have nothing whatever to do with monopolies." The government maintained that the Lea Act was specifically aimed at correcting a condition of labor monopoly.

*The alien issue of monopolies is interpreted as a safeguard from which to launch lengthy at-
tacks upon the practices of the defendant (James Caeser Petrillo) and of the American Federation of Musicians—attacks which are wholly unwarranted by the facts and which, in any event are irrele-
vant to the case in this instance," declared the brief.

The 93-page document held that the Lea Act was the first law en-
acted by "any legislature, since the adoption of the Thirteenth Amend-
ment" which compels a single in-
dividual to "work for a private person against his will."

*Cites Bill Name*

Even popular designation of the act as the "Anti-Pettrillo law" showed, according to the AFM brief, "its emotional and irrational content. The statute does not lay down anything like a consistent or comprehensive national policy on labor relations in the radio broadcasting industry," continued the argument.

The Lea Act was explained as "the expression of an enraged prejudice that has been carefully nur-
seed and nurtured by the owners of the broadcasting industry whose inordinate profits were threatened with some reduction by the normal demands and activities of those whose training, skill and energy substantially contributed to the success of that industry."

The brief hailed the radio in-
dustry with an attempt "to smash the Musicians' Union for the simple reason that it, like any other union worthy of the name, was vigorous-
ly attempting to preserve and extend the economic welfare of its members." NAB was indirectly accused of "an elaborate propaganda campaign of abuse and vilification designed to inflame the people and the Congress..." with the result that the Lea Act received Congressional approval.

In its analysis of the Lea Act, the AFM brief described as "crucial" the "fact that it prohibits all 'means', no matter what their constitutional stature or protection, that may be employed" to effect working conditions "that Congress... in the same statute" declared to be unlawful.

The brief also went into great detail on the Congressional debate which preceded passage of the Act. This debate, it maintained, re-
vealed a determination of sup-
porters of the bill to "vent their spleen on Mr. Petrillo."

**Rochester Story**

WASHINGTON advertisers were told of radio's ability to pro-
duce larger department stores and other retailers in a mailing piece distributed by Mahlon A. Glasscoek, sales man-
ger of the Radio Manufacturing Co., Indianapolis. A letter accompanying a reprint of an article in the April 7 BROADCASTING titled "Radio Proves Power During N. Y. Strike" was accompanied by a request applying the find-
ings to the Washington retail situation.

*Grath Bill gained final acceptance because it left responsibility to local District government, rather than to Congress which under the present law merely approves a measure of local self government.*

**Labor Relations Seminar in New York On May 7, 8**

INTER-INDUSTRY seminar on labor relations will be held May 7-8 by the Radio Manufacturers Association, broadcasting and other allied industries invited. The semi-
nar will be held at Hotel Pennsyl-
vania, New York.

Presiding will be R. C. Smith, of Bendix Radio Division. Among speakers will be Edgar L. Warren, U. S. Director of Conciliation; Abraham A. Desser, National In-
dustrial Conference Board, and Mr. N. Cutler, National Director, of Noblett-Sparks Industries.
Nunn, Johnston Elected NAB Directors

Radio Editorializing Wins Approval In Area G

By J. FRANK BEATTY

GILMORE NUNN, president of the Nunn Stations—WLAP Lexington; WCHM Ashland; KFDX Amarillo; WBBR Knoxville; WMOB Mobile—was unanimously elected director of District 7 at the NAB Area G meeting held Monday and Tuesday at the Hotel Roanoke, Roanoke, Va. He succeeds the retiring district director, James D. Shouse, vice president of Crosley Division, Avco Corp., who declined to be a candidate for reelection.

The meeting was the largest of the series of area and district meetings held this year by NAB, with 326 registered delegates and another 100 attendants. Co-chairmen of the sessions were Mr. Shouse and Campbell Arnoux, WTAG Norfolk, director of District 4, which will elect a director next year.

Mr. Nunn, aged 38, was endorsed for the post by both the Kentucky Broadcasters Asso. and Ohio broadcasters. The two States in District 7 alternate in representation on the board. Mr. Nunn has been president of the group since 1934, actively directing the broadcast operation in Louisiana and Texas.

As chairman of the NAB Public Relations Committee, Mr. Nunn is in active charge of the industry campaign to meet the rating tide of criticism against broadcasting.

The Roanoke meeting was marked by concerted action to ease the daylight saving time situation and revise the FCC's outdated requirements for operators which are based on ship and communications services rather than broadcasting.

A strong resolution calling on broadcasters to support legislation (HR-2740) requiring interstate business to operate on standard time was adopted by the area after discussion. With Don Elias, WWNC Asheville, N. C., chairman of the Resolution Committee, in the chair, the daylight problem drew sharp comments from W. D. Brown, WSPA Spartanburg, S. C., who proposed an amendment urging broadcasters to get behind the legislative measure. The amendment was adopted.

At the Small Market Stations meeting Tuesday morning and at the final meeting in the afternoon complaint was voiced over FCC requirements which force small stations to hire first-class operators from "ticket mills" though third-class operators are able to perform most of the duties.

A resolution was adopted urging the FCC to revise requirements for operators and to recognize the special qualifications necessary for broadcast employment.

Other resolutions urged the board and President Miller to seek liberalization of the right to editorialize; commended NAB executives for efforts to stop featherbedding, jurisdictional disputes and secondary boycotts; opposed the 2% agency discount; thanked Mesars, Shouse, Arnoux and the Roanoke Hotel for their services on behalf of the meeting; thanked Roanoke stations for their arrangements.

A resolution, adopted unanimously, expressed gratitude of the area to Sol Taishoff, editor and publisher of Broadcasting, for expressions on behalf of free radio.

The area did not offer or discuss a new independent stations proposal or a separate district Thursday meeting in Birmingham. It was a cutout for two meetings on the day President Aleman made his address to a joint session of Congress.

Thus, during the first two days of the Mexican President's visit all XEW was able to get to its listeners were daily 13-minute commentaries. Starting Thursday, however, full privileges were extended, and XEW was assigned its task of filling in all color and "atmosphere" material. Mr. Farias explained that the "precise moment" when President Aleman went into any official function, coverage was turned over to the National Radio.

D. C. Wire Recordings

During the interview with the two Mexicans, Mr. Galvez was busy testing a wire recorder acquired on Thursday to permit XEW to make "man-on-the-street" and spot interviews. They hoped to be able to record many sidelines of the presidential tour for re-broadcast when they return to Mexico, so that Mexican listeners may have a full picture of one of the most momentous "good neighbor" get-togethers in the history of Mexican-American relations.

Mr. Farias said XEW is now experimenting with television. He was the first announcer on the experimental program, initiated last Aug. 29. In charge of XEW's video experimentation, he said, was XEW chief engineer Gonzales Camarena.

Mr. Galvez is known in Mexico as the master of ceremonies on a popular program known as the College of Love. An audience participation program, College of Love selects a panel of five men and five women to make extemporeaneous "declarations of love." Mr. Farias indicated that his colleague, Mr. Aleman, is "on vacation for about a month. But he will be back on the air."

Meanwhile, the State Dept.'s

U.S., Mexico Radio Cover Aleman Trip

Telecast From Washington Is Also Presented On Thursday

MEXICAN PRESIDENT Miguel Aleman's visit to the United States provided Mexico's radio with one of the biggest events and coverage jobs of its history.

But it not all smooth sailing, especially for station XEW, NBC's Pan-American affiliate. Luis Farias, assigned by XEW together with Bachiller Galvez to cover his president, explained that local official interference from Mexico had resulted in a two-day blackout of broadcasts over land-lines to Mexico City.

"We came here with everything prepared," he explained to BroadCasting, "but during the first two days some minor official in Mexico cut out our broadcasts, giving the National Radio a complete monopoly."

The interference was eliminated by the concerted efforts of both American and Mexican authorities, including President Aleman, and XEW was able to go on the air. On the day President Aleman made his address to a joint session of Congress.

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Meanwhile, the State Dept.'s

Area F Conventions Favor Uniform Time Bill

HENRY P. JOHNSTON, WSGN Birmingham, was elected director of NAB District 5 as Area F stations held separate district Thursday meetings in Birmingham. Over 200 broadcasters representing District 5 (Fla., Ga., Ala., P. R.) and District 6 (La., Miss., Tenn., Ark.) took part in the proceedings and joined in a combined area session Friday at the Tutwiler Hotel.

Mr. Johnston succeeds Fred W. Horton, WQM Miami, as District 5 director. He is managing director of WSGN and executive vice president of the Birmingham News-Age-Herald. He is retiring president of the Alabama Broadcasters Assn. and chairman of the ABC Stations Planning Advisory Committee.

Both districts adopted similar resolutions urging uniform time, supporting BMI, advocating promotion of better labor relations, opposing 2% cash discount to agencys, commending NAB President Justin Miller, and praising district and Birmingham officials for their convention arrangements. District 5 adopted a resolution urging the FCC to establish an editorial policy. District 6 commended BMB and offered it continued support.

Mr. Horton presided at the Thursday meeting, held at the Thomas Jefferson Hotel, Birmingham, Willey P. Harris, WJDX Jackson.

(Continued on page 91)
BMB REPORT CREDITS WHO WITH NIGHTTIME AUDIENCE OF 814,670 FAMILIES IN EIGHTEEN STATES!

Clear Channel Service, At Night, Is the ONLY Radio Service Available to Many Homes.
RCA Shows Electronic Color Video

Large Screen Is Utilized; Images Sharp, Colors Slightly Off

BY BRUCE ROBERTSON

COLORED television pictures, projected from mid-auditorium to a screen 7½ by 10 feet at the front of the room, were given their first public showing last Wednesday by RCA at Franklin Institute in Philadelphia. RCA's all-electronic system of video transmission, utilized in the demonstration, was explained in an address to the Institute by Dr. V. K. Zworykin, vice president and technical consultant of RCA Laboratories and inventor of the tubes on which electronic television is based.

Preceding this meeting a preview of the demonstration was put on for a group of about 50 radio editors and writers, which E. W. Engstrom, vice president in charge of research, RCA Laboratories, described as a progress report on RCA's color experimentation. The group that last fall they had seen the first demonstration of the all-electronic system, when colored slides and motion pictures were televised and reproduced on projection-type home receivers with screens 15 by 20 inches, and that in January RCA had transmitted live action scenes in color.

The next major step, Mr. Engstrom said, will be showing outdoor pick-ups in full color. He hinted that this might occur as early as this fall. Cameras and other necessary equipment are under development in the laboratories, he reported, and propagation field tests will be made this summer in the New York area. These field tests, he said, will not be pictures, but radio signals at frequencies at both ends of the experimental video band, broadcast from the Empire State Bldg., location of NBC's New York video and FM transmitters.

System Used Before

System utilized in last week's demonstration was the same as that previously shown [BROADCASTING, Nov. 4, 1946], comprising a mirror-filter-lens system at the transmitting end which divides the image of the televised subject into three color signals which are broadcast as three individual electrical signals, received individually, transformed back into three color images and simultaneously projected on the viewing screen where they are combined into a single full-color image. What was new was the size of the received pictures, 36 times those shown last year.

Then as now, subject matter comprised Kodachrome slides and 16mm color motion pictures, not broadcast but sent by coaxial cable from the transmitting equipment to the receiving unit in the same room. Pictures were clear and in excellent register, but the reds and blues were accentuated and in pictures where much of the area was red there was a shimmering or graininess. Dr. Zworykin explained that the images were subject to the advantages and defects of the original pictures and also said that more work is needed on the phosphor of the red receiving tube, which at present must be reinforced with a red filter. This not true of the blue and green phosphors, it was explained, as they were developed more fully in research on black-and-white television, in which the red phosphors were not used, so that the development of these red phosphors is still going on in the laboratory. Dr. Zworykin expressed confidence that this problem will be solved without undue difficulty.

Use Discussed

In answer to questions about the prospective use of large screen television in theaters, Brig. Gen. David Sarroff, RCA president, said that a group of picture producers, including Warner Brothers, has discussed with RCA the installation of large-screen black-and-white video equipment, which was perfect before the war. He said that if any theater is ready to order such equipment now, RCA will promise delivery within a year. He indicated that problems of programming were being held up by such orders, with the application of video reception to theaters less settled than the technical problems involving any text to criticise the theatre people, he said he regretted that they are not paying as much attention to television as are the electronic engineers.

Appropriations Subcommittee in House To Examine FCC Spending May 6 and 7

FCC'S SPENDING was tentatively scheduled for examination by a House Appropriations subcommittee on May 6 and 7. The subcommittee, headed by Rep. Richard B. Wigglesworth (R-Mass.), has one of the better opportunities in hearings of any committee in Congress and may therefore be forced to put off the FCC money probe beyond the May 6 date.

Mr. Wigglesworth, however, was understood to have fully briefed himself on the basic points of the FCC $7,300,000 budget. One of the chief points of inquiry, it was learned, may be an FCC justification [BROADCASTING, March 3, March 10] which gave greatest percentage increases to legal and accounting services.

Mr. Wigglesworth is known not only for his handling of examination on budgetary matters, but also for a keen interest in whether government agencies, spending taxpayers' money, are operating within the "intent of Congress." He is also one of the best-informed members of Congress on FCC affairs, having been a member of the five-man subcommittee which investigated FCC during 1943 and 1944.

Another important factor looming large in the pending appearance of Commission officials before the Committee is general GOP insistence on economy in government operation. All appropriations subcommittees have been instructed by Chairman John Taber (R-N.Y.) to comb budgets thoroughly for their weak spots, i.e., where there is any indication of unnecessary "paddling."

Appropriation Committee paring of such agencies as the Interior Dept., has indicated that the economy knife will be wielded with a firm and consistent hand, to bring the overall 1948 budget down to a point which will permit both significant debt and tax reduction.

Resolution Pending To Investigate FCC

GOP Members Foresee Action In Current Session

GOP LEADERSHIP in the House issued assurances last week that a resolution to investigate the FCC [BROADCASTING, April 7] would be acted upon in time to permit the inquiry to open during this session of Congress.

Majority Leader Charles A. Halleck (R-In.) told BROADCASTING that he thought the resolution would be reported out of the Rules Committee just as soon as the House finds time on a crowded calendar to deal with the matter of the resolution.

Speaker Joseph Martin (R-Mass.) said delay in reporting the resolution was due mainly to the pressure of other business and did not signify that the House had lost interest in a probe of the Commission.

Wolverton Resolution

The resolution was introduced March 31 by Rep. Charles A. Wolverton (R-N.J.), Chairman of the Interstate and Foreign Commerce Committee. It would empower the Commerce Committee to conduct the investigation.

Another factor contributing to the delay was the organization of the Commerce Committee, which to date has been sitting as a full committee. Both majority and minority members are growing restive over the Chairman's apparent reluctance to appoint subcommittees to handle special legislation and investigations. They point out that when the full committee is forced to handle all the committee's business, less work can be accomplished.

Eugene Wilkey Is Named Acting Manager of WCCO

EUGENE B. WILKEY Jr., program director of WCCO Minneapolis, has been appointed acting general manager of the CBS-owned and-operated station succeeding A. E. Baker.

Mr. Joscelyn left to become vice president in charge of sales for the Northwest Linsedge Co. [BROADCASTING, April 21]. His resignation became effective May 1. Mr. Wilkey joined WCCO during the war.
We’ve had that picture a long time. It was news when we first got it. But even if it’s stale to you . . . even if you’ve seen it in the newsreels . . . it has a sales point to make for W-I-T-H.

The idea of this new starting barrier is to get the harness racers off to an even start. It was invented by Steve Phillips, veteran starter. After they start . . . the horses are on their own.

Our radio point is this: Radio stations don’t have a barrier to get them off to an even start. There’s a difference in power. Difference in affiliation, etc.

The payoff at the real radio barrier is—who listens to what station!

Down here in Baltimore, it’s the independent, W-I-T-H, that produces more listeners-per-dollar-spent than any other station in town.

If you want to get sales at low cost in Baltimore, the country’s sixth largest city, W-I-T-H is the way to do it!

Tom Tinsley, President

BROADCASTING • Telecasting
NAB and RMA Subcommittees Map Two-Way Promotion Drive

TWO-WAY promotion drive to increase the size of the radio audience and promote the sale of receiving sets was mapped last week at a joint meeting of the NAB's Sales Managers Executive Subcommittee and the RMA Advertising Subcommittee charged with carrying out the project.

Tied into the set-sale theme will be National Radio Week Oct. 26-Nov. 1, with both trade associations laying plans for an early start in a move to develop the week into an important national event.

Fred Eldeen Mgr., handling details of the set campaign, submitted a presentation covering many phases of the plan. The meeting was held in the Eldeen New York offices.

Important role has been planned for broadcast stations, whose interest lies in increasing audience size as more sets are purchased for homes. Louis Hausman, of CBS, told the joint meeting that only one-third of families own two or more radios, leaving a vast market for sets in the one-radio family group.

WALLACE SHOWS NEW TALENT

Putting Microphone Under Table and Places Firm

Foot on It to Balk Radio News Report

HYBRID CORN, boomerang throwing, all-grain diets and presumedly pink-tinted thinking have all been developed to a new high by Henry Wallace. And last Monday he exhibited a new talent—talking through his left foot. The technique was exhibited at his news conference held at 2500 Q St., N. W., in Washington.

After a series of sessions with the offices of the New Republic, Mr. Wallace's magazine, Washington stations were told they could wire record the conference. Then they were told by Harold Young, Mr. Wallace's charge d'affaires, that there was no chance. "It will be a press conference, and there won't be any room for a microphone," radio newsmen were told.

WOL and WRC persisted and finally got Mr. Young's O.K. Arriving at the scene, engineers for the two stations got their equipment set up—microphones, cables and recording units. When Mr. Young announced that the conference would adjourn to the next floor up.

Equipment was pulled out by the roots and the radio men scurried up to the next floor. WOL managed to get its microphone on a table in front of Mr. Wallace, and immediately the ex-vice president picked it up, saying, "Sir, this is a press conference," and put it under the table.

Mr. Wallace firmly placed a foot on the microphone and held it there for the remainder of the conference. "Keep on recording," WOL's Macon Reed told Engineer Ray Kaplan, so the equipment ground away.

After the last, "Thank you, Mr. Wallace," signifying the end of the session, the former vice president released his hold on the microphone and returned it to WOL. He good-humoredly agreed to answer Mr. Reed's questions now for the unfettered microphone, but then Mr. Young interposed with objections, so Mr. Wallace got up and slowly walked away.

Fed to Mutual

Albert Warner's 11 p.m. newscast that night (Monday) was specially fed to the Mutual network. In it Mr. Warner gave his serious comments on the Wallace conference, then pulled his rabbit out of the hat. He played an excerpt from the recording.

"So here was Mr. Wallace at this news conference," Mr. Warner commented, "complaining about inaccuracies in the news and at the same time forgetting the new normal radio reporting in which there can be no inaccuracy because the speaker's own words are presented."

There followed another unintelligible recorded excerpt, with Mr. Wallace still talking through his left foot.
Of all radios tuned to Philadelphia stations at 1 PM Sunday, 40% are tuned to 
"MUSIC FROM THE THEATRE" on KYW

FOR SALE: An established program, with a week-after-week audience of almost half the sets-in-use in the Philadelphia area! Clarence Fishman's brilliant conducting and Frank Coleman's appealing voice make 'Music from the Theatre' a top-notch advertising vehicle in the Nation's Third Market. WESTINGHOUSE RADIO STATIONS INC. National Representatives, NBC Spot Sales (except for KEX). For KEX, Free & Peters.

WBZ - WBZA - KDKA - WOWO - KEX - KYW
This is our 25th ANNIVERSARY

This month the Oldest Radio Station in the Northwest is twenty-five years old—and, boy!, what a difference those twenty-five years have made!

But one thing remains almost the same. Whereas our listeners in 1922 simply couldn’t “get” any other station, today they simply (almost) won’t! Today in the rich Red River Valley, frequent listener-surveys have proved it’s WDAY by six to one!

Let us, or Free & Peters, tell you the amazing facts about the listener-preference that WDAY’s better programming, better showmanship, better service has built, over these twenty-five years of radio pioneering in one of the nation’s richest agricultural areas. You’ll be glad you asked!

FARGO, N. D.
AN NBC AFFILIATE • 970 KC • 5000 WATTS

FREE & PETERS, INC.
Exclusive National Representatives
ARY!

W DAY
25th Anniversary
AFA OUTLINES ANNUAL CONVENTION MAY 25
THEME of 43rd Annual Convention and Advertising Exposition of the Advertising Federation of America is “The Right to Advertise—the Key to Free Enterprise.” The Convention will be held May 25-28 at the Hotel Statler, Boston.

Oveta Culp Hobby, wartime AQ commander and wife of W. B. Harman, former president of KPRC, Houston, will be featured speaker at the opening session, sponsored by the Council on Women’s Advertising Clubs. Robert S. Faire, vice president of General Electric, will deliver the keynote address at the general luncheon meeting. Allan T. Preyer, chairman of Morse International and of the Federation board, is scheduled as toastmaster for the annual banquet.

SE McCarty, Posner president. W LO Park age, Enc vice president and Ovth =are, producer, WBBM; WMLO Lettridge, manager, the Fox.

Among those listed to participate are:

AUDAUDIENCE measurement survey “The Pulse” was explained for 89 representatives of Boston advertising agencies by WEEI, CBS outlet, at a luncheon in Boston’s Parker House. Among advertising executives attending were (1 t o): Standing: George Maathesen, Batten, Barton, Durstine & Osborn Inc.; Ted Steele, John C. Dowd Inc.; Nan Howard, WEEI sales representative; Joseph R. Wilson, WJAR, Providence; Sally Larkin, H. B. Humphrey Inc.; Bayard Robertson, BBDO; Laurie Moreland, Bennett, Waither and Menadier Inc.; Robert Sullivan, F. Sullivan Co.

WMLO Inaugural
HOUR-long program broadcast from the Fox-Wisconsin Theatre featured initial broadcast of WMLO Milwaukee April 20. Owned by the City Broadcast ing Co., station operates with 1 kw at 1290 kc. William Travis is WMLO’s general manager, Gene Postner president.

Sears & Ayer Stations
SEARS & AYER Inc. Chicago, will be represented by approximately 75 stations associated with Homer Griffith Co., station representatives, effective June 1st. Representation will include markets east of the Rocky Mountains only, according to A. T. Sears.

WIBW Needle
NEAT promotional brochure was mailed last week by WIBW Topeka, Kan. Setting forth advantages of knitting yarns and needlecases consumption by using WIBW, folder was illustrated with ball of yarn through which were knitted two real knitting needles. Readers were urged to return an attached post card for more free needles and sales data.

FCC’s SCOTT DECISION CALLED MISLEADING
FCC’s “SCOTT DECISION,” affirming the right of atheists to time on the air [BROADCASTING, July 22, 1946], is attacked in a booklet by Wilbur M. Smith of the faculty of Moody Bible Institute, which is due at WMBI Chicago, a noncommercial station.

“The memorandum of the FCC will mislead a misinformed public,” Mr. Smith declares. He challenges the FCC’s decision in the opening of this case, and, relating to its references to statements of early American leaders: “It is strange that the FCC, instead of using the fair and accurate informations about opinions of Jefferson, Jackson and Lincoln, did not bring forth some facts to prove their faith in God.”

Mr. Smith also attacks “the non-Christian program of the United Nations Educational, Scientific and Cultural Organization,” and the selection of Julian Huxley, whom he terms “an enemy of the Christian faith and . . . an outspoken denier of the existence of a living and personal God,” to be UNESCO head.

The 46-page booklet is titled The Increasing Peril (“of permitting the dissemination of atheistic doctrine on a part of some agencies of the U. S. Government”). It is published by Van Kampen Press, Chicago.

Gimbels’ of Philadelphia Starts New Video Series
GIMBEL BROTHERS, Philadelphia department store which last year sponsored a series of 21 television shows on WPTZ Philadelphia, returned to television and WPTZ Friday night with a new series, The Handy Man. Quarter-hour show, featuring Jack Creamer as a man and the house, mixes entertainment with information on new products.

David Arons, publicity director of Gimbel’s, said that last fall’s series, when the audience was measured nationally, had, according to WPTZ, an estimated 26 million viewers, with surveys showing that 2 million viewers saw it each week. Heretofore, Gimbel’s has been a top-rated station in the Philadelphia area. With surveys showing an average of 5.2 viewers per set, WPTZ estimated that nearly 5,000 consumers a month are being added to its audience.
K. Excel Says:

ANY WAY YOU FIGURE
THIS IS A
TREMENDOUS MARKET

Baccus, slide rule, mechanical calculator or any other method . . .
the answer is the same. THE PACIFIC NORTHWEST IS A TREMENDOUS
MARKET. Consider the $3917 per family income (over 34 per cent
above the national average) . . . which means more money for
"luxury" items. Obviously then, the 2,500,000 listeners in the XL
market have a potential buying power of nearly three and a half
million people. Right! And when you also consider that you can buy
this combination of "home town" stations with a single contract at
a very substantial discount: Well, it just adds up, doesn't it!

Write for our complete MARKETIPS
PACIFIC NORTHWEST BROADCASTERS
Justin Miller, Jack Gould Debate Pros And Cons of Radio in a CBS Broadcast

THE oft-argued question, "Is Radio Doing a good Job?" was given a fresh airing April 25 over CBS when NAB President Justin Miller, arguing in the affirmative, clashed with Jack Gould, radio editor of The New York Times.

Judge Miller vigorously defended the status quo in broadcasting and cited the results of a survey made a few months ago "when some experts went about the country asking people whether they thought that radio was doing a good job 'around here' and the people told them it was, definitely, doing a better job, than the schools, the churches, the newspapers and the city governments."

Claiming that most people enjoy the programs now on the air, Judge Miller said they should not be side-tracked to satisfy "a few disgruntled malcontents."

Comparing our radio with that of other countries, Mr. Miller asked, "Have you heard anyone claiming that the radio of any other country is better or as good as American radio? You have not."

He said further that although foreign radio does not have advertising, "it does have dull, lifeless, dishwater, compared with our programs, and great doses of government propaganda." On the subject of advertising, Mr. Miller contended that "it's the life-blood of American radio." He said we should be willing to listen to a few minutes of commercial in exchange for a "beautiful program."

Summing up his case, Mr. Miller said that "as long as receivers are designed with a dial by which listeners can select the programs they desire and a knob by which they can reject all that radio has to offer, the American system of broadcasting will bring to the people what the people want."

Mr. Gould, meanwhile, said that the question is: "Is American radio doing as good a job as it might reasonably be expected to?"

The answer, he said, must be largely in the negative. Referring to daytime serials, "cops and robbers" shows, and so-called 'horror' programs as the three most controversial types of programs, Mr. Gould said that they have a place in radio, but said the question was how big a place. "In catering to the majority taste as represented by these types of programs," said Mr. Gould, "radio has tended to overlook very substantial minority tastes."

Asks Better Drama

If radio is to appeal also to the minority tastes as it should, said the radio editor, several needs in programming are obvious. "These," he said, "would include drama of real originality, vitality and point of view, to offset the flood of rehashed Hollywood revivals. Also a wider diversity of opinions among commentators and a wider discussion of national and local issues. More contemporary music from young serious composers. A more adult wit in many comedy shows. Fewer popular singers who believe in singing and not moaning. And, last but not least, advertising messages with information instead of emotion."

Shaking a warning finger at broadcasters who falsely accuse critics, Mr. Gould said, "To those despondent disciples of the status quo I would point out one rather obvious fact. That there is criticism of radio is the best possible evidence of radio's essential health. Should there be a stop to the interest which that criticism represents, then radio really will have reason to start worrying about its future."

Bing Is Guest

SURPRISE GUEST at the silver anniversary wedding party April 8 of G. A. Richards, president of WJR, Detroit, and Mrs. Richards was the star of WJR's competing network affiliate, Bing Crosby. After lunching with Harry Wismer, ABC sports director, and Niles Trammell, president of NBC, Mr. Crosby attended the Richards' wedding celebration and sang several songs in honor of the couple.

KOPO Ceremony

KOPO, 250 w Tucson station on 1450 kc, licensed to Old Pueblo Broadcasting Co., and an ABC affiliate, will have formal opening on June 1. Station has been in operation since early February, but postponed festivities.
ALL OVER AMERICA

FOR CHESTERFIELD

WNEW NEW YORK

NATIONAL BROADCASTING COMPANY

WARNER BROS.

KFWB LOS ANGELES

STARTING JUNE 2ND

10 AM to 1 PM

"MAKE BELIEVE BALLROOM"
AMERICA'S LARGEST MARKET

"CHESTERFIELD SUPPER CLUB"
ALL NBC STATIONS COAST TO COAST

"MARTIN BLOCK PRESENTS"
AMERICA'S
FASTEST GROWING MARKET
980 on your DIAL
FROM CREATION to POSTERITY in a LIGHT and AIRY MANNER

WE RECEIVE IT (VERY GRATEFULLY)

A BLONDE
NOT A BLONDE

WE WASH IT (VERY TENDERLY)

A BRUNETTE
NOT A BRUNETTE

WE SILVER IT (VERY BEAUTIFULLY)

THE TREASURER
THE PRODIGAL

WE PUT IT IN THE BATH (VERY GENTLY)

A REDHEAD
NOT A REDHEAD

WE PRODUCE A MASTER (VERY REVERENTLY)

ADORATION PLUS

AND NOW THE PRESSING (VERY FIRMLY)

WE TEST IT (VERY CAREFULLY)

FOUR EARS

NOW WE SHIP IT (VERY PROUDLY)

THE MUSCLEMAN

THE BOSS
JOE

ALLIED RECORD MANUFACTURING CO., INC.
1041 NORTH LAS PALMAS AVE. • HOLLYWOOD 38

PROCESSED and PRESSED by ALLIED, the MUSIC of the composer cannot be squandered by POSTERITY!

Page 28 • May 5, 1947

BROADCASTING • Telecasting
Agencies Prefer Yearly Discount Plan

During the week, and on consecutive weeks, ran second (14%), followed closely by the card allowing for two different discounts based on the weekly dollar volume and consecutive weeks of broadcasting (13%). Only 4% prefer a flat rate structure, allowing no discounts of any kind.

Frequency Discounts
Because stations offering frequency discounts based on the number of broadcasts within a year (the most favored structure) have used many different frequency breakpoints, the panel was asked:

"Stations which offer frequency discounts based on the number of broadcasts within a one month period are used widely varying discounts. If it were possible for stations to standardize their frequency discounts, which breakpoints would be most logical and useful? Please check."

A majority of the respondents (or better) indicate their choices for frequency discount breakpoints at 13 times, 26 times, 52 times, and 104 times a year—those multiples
* Percentages add to more than 100% because most respondents indicated more than one frequency discount breakpoint.

Results of the survey follow.

"The NAB Sales Managers Subcommittee on Standardization of Rate Cards recently issued a report, endorsed by the Time Buyers’ Committee of the AABA, describing the five major forms of rate cards in current use. Which of these five forms do you prefer?"

Rate Card provides for:

1. Discounts based on the number (i.e., frequency) of program periods or announcements used within a twelve month period... 58%
2. Discounts based on (1) number of broadcast days within a week; (2) dollar volume during the week; and (3) consecutive weeks 14
3. Two different discounts, based on (1) weekly dollar volume; (2) consecutive weeks of broadcasting 13
4. Discounts based on (1) number of broadcast days used within a week; and (2) consecutive weeks of broadcast 8
5. Flat rate—a single price for each service offered, no discounts allowed, regardless of volume of business, or length of contract— 4
No answers—3
TOTAL—100%

Agencymen’s preference for rate cards based on frequency use within a year (the rate structure of most stations) is clearly demonstrated—58% prefer this type of rate structure, more than four times as many as indicated preference for any other.

Flat cards allowing for discounts based on number of broadcast days within a week, on dollar volume

1. Discounts based on the number (i.e., frequency) of program periods or announcements used within a twelve month period.... 58%
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Flat cards allowing for discounts based on number of broadcast days within a week, on dollar volume
NOW you agencies and advertisers in Texas and the Southwest will get the same “on-the-spot” Free & Peters Service as our friends in New York, Chicago, Detroit, Atlanta, Hollywood and San Francisco! Joe Evans, formerly of our Chicago Office, is Manager of the new Fort Worth Office. He'll be calling on you soon. In the meantime, if you have any rush assignments, you can reach him at the Star-Telegram Building.

**FREE & PETERS, INC.**  
Pioneer Radio Station Representatives  
Since May, 1932

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FORT WORTH
Star-Telegram Bldg.
Fort Worth 3-1234

ATLANTA
322 Palmer Bldg.
Main 5667

HOLLYWOOD
6331 Hollywood Blvd.
Hollywood 2151

SAN FRANCISCO
58 Sutter St.
Sutter 4353
DILEMMA OF A CITY

Down our way we are faced with a serious dilemma. At least, our City Fathers are, and though it won’t be necessary at this moment for any of you to get out your crying towels you might possibly interest yourselves in our dilemma—garbage figures dilemma, if you please.

We know that what with the high cost of rooms at some hotels, and Hiawatha coming to a pretty figure every now and then, not mentioning a few of our so-called gilded rooms, some of our tourists eat like birds, but even then our garbage trucks keep running back and forth, and last winter at the peak of the Season, what with all this scurrying around, the Joes who manned those swillwagons, in solemn concave met and adopted as their theme song the old G. I. refrain: “Oh, My Aching Back”.

This brings us down to our point. Each ton of garbage represents X number of people. That’s how it’s figured.... The great statistical brains that we have, dip into our garbage figures, and conclude that at our peak time we had 750,000 folks living in the Miami area. Now, as any fool can plainly see, we haven’t much of a record to travel on to prove our winter peak population, especially if our first hypothesis is true, that our very welcome visitors eat like birds at times, but we can prove exactly the number of home folks that we have around here.

We all had to stand up in our best manner and have our noses counted, and here is the amazing result—the figures of the Florida census of 1945 reveal that there were 496,000 home folks, year-round residents, in the WKAT half millivolt contour line. Of course, we think this area has grown since then; how much we don’t know.... We are still looking to our garbage figures for the answer.

There is really no great moral to be pointed out in this story. However, it is suggested that you gentlemen who sit in New York, or Chicago, or Detroit, or Philadelphia, or any other place, scanning BMB Statistics gotten up by experts, Hooper figures, or other figures derived from censuses, take a look at our garbage figures and figure the population it represents. Another thing we invite your attention to, is WKAT and its low rates—incidentally, we think too low—for we verily believe that for the dollar charged with the population at hand, WKAT is the best all round radio buy in the United States.

If you can twist these figures any way to prove differently, you are welcome to a free ride.

Remember that here garbage figures represent population figures and that is the only way we know how to go about proving the fantastic growth of this community.

FRANK KATZENTINE
WKAT

ROBERT GUNNING, of Readable News Reports, who has conducted tests of readability of some of the nation’s best-known newspapers and magazines, last week announced the results of the first such tests of radio. The experiment was conducted at WCAU Philadelphia and was announced to the trade press and radio by Dr. Leon Levy, WCAU general manager. The plan was first suggested by J. David Stern, former publisher of the Philadelphia Record at a time when the newspaper owned the station. In picture (1 to r) are Joseph T. Connelly, WCAU program director; Mr. Gunning, Dr. Levy and Mr. Stern.

‘Order' Granting Application of WJIM
Lansing Revised to 'Proposed Decision'

FCC last week changed an “order” to a “proposed decision” its Dec. 6 action granting WJIM Lansing’s application for 550 kc with 1 kw directionalized and conditionally approving WKRC Cincinnati’s request for 5-kw use of the same frequency, also directionalized.

WKRC had contended that FCC’s handling of the case, using the device of an order rather than a proposed decision and subjecting WKRC’s request to certain unrequested limitations on radiation in the direction of WJIM, precluded the right to oral argument and was “illegal” [Broadcasting, Jan. 6].

In response to WKRC’s opposition to the terms of the order, WJIM suggested that a proposed decision be issued granting its own application and denying WKRC’s but proposing a conditional grant to WKRC with opportunity for oral argument. The procedural change authorized by the Commission does not affect the nine other applicants in the case except that their applications are severed from the proceedings. Thus the original order still stands as to them.

The proposed decision in which FCC incorporated its proposals concerning WJIM and WKRC said a grant of the former’s application would make a better distribution of radio service.

It did not consider it necessary to deny WKRC’s application, however, since there is no daytime conflict between the two applications and nighttime problems could be resolved by the restrictions proposed to be imposed on WKRC operations. These limitations would restrict WKRC’s 5-kw nighttime radiation toward WJIM to 175 millivolts per meter equivalent for a -311 antenna in the horizontal 465 mv/m radiation toward the plane. WKRC had proposed a Lansing station.

WJIM is seeking authority to move from 1240 kc with 250 w to 550 kc with 1 kw, using directional antennas fulltime. WKRC requests 5 instead of 1 kw on 550 kc and also proposes fulltime directionalization.

Not affected by last week’s procedural changes were the Dec. 6 grants to the following (with conditions in some cases): KSD St. Louis, KTSA San Antonio, WGR Buffalo, KOAC Corvallis, and WDEV Waterbury, all for increased operations on 550 kc; KCRS Midland, Tex., to move to 550 kc from 1239 kc; Atlanta Constitution and Montana Broadcasting & Television Co., for new stations on 550 kc at Atlanta and Butte, respectively. The 11th application in the proceeding, Atlantic Radio Corp.’s request for a new 5-kw station on 550 kc at Boston, was set for hearing with the application of WNBH New Bedford to move to 550 kc with 5 kw from 1340 kc with 250 w [Broadcasting, Dec. 16].

BROADCASTING • Telecasting
May We Present, SUH...

The Heart of the South

The Georgia FIVE-STAR GROUP

WATL Atlanta
WBML Macon
WRBL Columbus
WRDW Augusta
WSAV Savannah

... offers a unique group plan for covering the very heart of the South — primary coverage in the first five Georgia markets. 

One order—one invoice, further facilitates the technique of reaching AND SELLING these rich industrial and agricultural areas.

NATIONALLY REPRESENTED BY

GEORGE P. HOLLINGERBY CO.
With Offices in Atlanta, Whitehead Bldg., 223 Peachtree Street - Chicago, 307 N. Michigan Ave. - New York,
Graybar Bldg., 420 Lexington Ave. - Los Angeles,
411 W. 5th Street - San Francisco,
300 Montgomery Street.

"1 BUYS 5 IN GEORGIA"
Tiffing Allen’s Blood Pressure Shoots Up; Hooper Down, Abetted by DST Shift

IN A DIVERGENT reaction to his recent tiff with NBC [Broadcasting, April 28] Fred Allen’s blood pressure was up and his Hoopering down last week. Both problems required diagnosis by specialists.

First, Mr. Allen flew to Cleveland for an overnight stay at St. John’s Hospital and examination by physicians. The comedian was said to be suffering from high blood pressure.

Second, NBC recoiled with a shudder when a special Hoopering of Mr. Allen’s Sunday, April 27, show was delivered. Expecting it to confirm their predictions that the comic’s audience would be inflated to new records by the publicity windfall which the controversy of the week before had promised, NBC executive incredulously noted that the Allen rating was down nearly three points. He had a 25.3 on April 20, only a 22.4 on April 27.

It was some time before NBC research experts recovered their calm and suggested that the collapse of Mr. Allen’s Hooper might be attendant upon the institution of daylight saving time, an annual phenomenon which creates deflation in the Hooper measurements.

METROPOLITAN ELECTS LAGUARDIA AS DIRECTOR

METROPOLITAN Broadcasting and Television Inc., which operates FM Station WABF and experimental television station W2XMT New York, last week announced the election of Fiorello H. LaGuardia, former Mayor of New York and Director-General of UNRA, as a director.

Ira Hirschmann, president of the company, stated in the announcement that “Mr. LaGuardia will aid in formulating the policies to be adopted by the two stations and participate later in a special type of news program he has devised.”

Also elected directors were Lyman G. Bloomingdale, grandson of the founder of Bloomingdale’s Department Store, New York, and Samuel Wechsler, music patron and one of the original underwriters of the New York City Center. Mr. Wechsler is executive vice president of Metropolitan Broadcasting & Television and a former chairman of the Music and Entertainment Division of Red Cross.

FM-NETWORK contract in Topeka, Kan., has been arranged between Mutual Broadcasting System and KTSJ-FM executives for programs other than musical. Left to right, James A. Mahoney, MBS western division station relations manager; T. Hall Collins, manager of Stauffer publications broadcast division; O. S. Stauffer, editor of the Topeka State Journal, station owners; Wendall Elliott, manager of KTSJ-FM. Mutual has contracted with several FM outlets for such service [Broadcasting, April 14].

GOIN’ TO THE DOGS IN AIREDALE (Ky.)?

No matter how hard your radio messages bark and scratch at Airedale (Ky.) — well, you just aren’t going to dig up many bones down there! And WAVE doesn’t even try! We’re gnawing on the juiciest hunk of meat in all Kaintuck — the Louisville Trading Area, where folks do more business than in all the rest of the State combined!

Want to give your sales a new leash on life? Okay, then concentrate on waggin’ your tale to the Louisville Trading Area!

LOUISVILLE’S WAVE

5000 WATTS . 970 KC

NBC AFFILIATE

FREE & PETERS, INC.

NATIONAL REPRESENTATIVES

Page 34 • May 5, 1947
Many thousands of Utah people have grown from childhood to maturity enjoying programs over KDYL every day of their lives!

During that quarter-century in which KDYL has played so important a part in the life of this state, the station has acquired broadcasting experience which could come in no other way.

This experience is of important value to advertisers seeking to win and hold the Utah market.

For further information and availabilities, phone, wire or write—

JOHN BLAIR & CO.
National Representative

GREAT AUDIENCE

Latest Hooper index figures show KDYL is the round-the-clock, round-the-year favorite. It is the station most Utahns listen to most.

GREAT PROGRAMS

The greatest names in radio...the famous NBC Parade of Stars...plus smart local productions, reach Utah consumers through KDYL.

GREAT SHOWMANSHIP

With attractive outdoor advertising, window cards and other merchandising tie-ups, KDYL provides alert promotion of its programs and the products of sponsors.
Sarnoff Says Army Signal Association Acts as Insurance for National Security

DETERMINATION of the Army Signal Assn. to help insure effective communications for our military forces in this Atomic Age was reiterated last week by Brig. Gen. David Sarnoff, president of RCA, in a speech at the association's first annual meeting.

General Sarnoff, recently elected president of the association, told the gathering, "We must do our utmost to help keep America prepared to meet aggression until the United Nations develops sufficient strength as an organization to preserve peace and prevent war. We must be ready for quick mobilization of trained men, modern weapons and essential industries that will function as an efficient team for America's defense."

General Sarnoff paid special tribute to Major General Harry C. Ingles, the recently-retired Chief Signal Officer of the Army, General S. H. Sherrill, editor of Signals magazine, and Maj. Gen. Spencer B. Akin, Chief Signal Officer of the U. S. Army, for their accomplishments. Then urging a close relationship between communications services, the military forces and industrial research, General Sarnoff declared, "We must not neglect, on the contrary we must continually encourage scientific research which is the guidepost to a future, the shape of which is not too clear. A nation unprepared to combat newsfloods of science as unfolded in an Electronic and Atomic Age, is in grave danger."

A message of greeting received from President Truman said, "The Army Signal Association's program for maintaining close relations between the Army and the communications, electronics, and photographic industries is an important contribution to the industrial preparedness which must buttress the future security of our country."

J. B. POWERS RE-ELECTED BY EXPORT ADVERTISING

EXPORT ADVERTISING Assn., New York, elected the following officers and directors at its annual meeting and elections April 30 at the Belmont-Plaza Hotel, New York: J. B. Powers, president; Joshua B. Powers, Inc., New York, was reelected president; Arthur A. Kron, executive vice president of Gotham Advertising, New York, and former treasurer of the association, vice president; Walter B. Bickford, editor of Export Trade and Shipper, New York, was reelected secretary; Paul R. Kruming, president of National Export Advertising Service, New York, treasurer.

Directors elected were:


Directors whose terms have not expired as yet for this period are: Arthur A. Kron, Walter B. Bickford and Paul R. Kruming.

P & G Switch

PROCTOR & GAMBLE, Cincinnati (Duo), through its agency Compton Adv., New York, has bought with George B. Phillips the daytime serial Guiding Light to replace its current show Road of Life Monday through Friday, 1:45-2 p.m. on CBS, it was reported last week. The switch in shows, it was said, will take place late in May. Guiding Light was formerly sponsored by General Mills and originated in Chicago. When it goes under the new sponsor's banner it will probably originate on the West Coast.
Still Gaining in Popularity!

WHBF

Latest Hooper Figures Show Healthy Increase

Hooper's listening index in the Quad-Cities for February-March shows that WHBF made a healthy increase over preceding months—and over other Quad-City stations. WHBF delivers a larger morning audience than all other local stations combined.

WHBF is first Monday thru Friday... also Sunday afternoons; and at night is a close second.

Here are the facts, by Hooper:

<table>
<thead>
<tr>
<th>Morning Index—8 to Noon, Monday Thru Friday</th>
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<tbody>
<tr>
<td>WHBF</td>
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<td>20.2</td>
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*Daytime Station Only.
The Above Index Covers the Four Quad-City Stations.

BASIC ABC for the QUAD-CITIES

1270 KC WHBF 5000 Watts Full Time

and WHBF-FM

Les Johnson, V.P. and Gen. Mgr.
Affiliate of Rock Island Argus

Avery-Knodel, Inc.
Radio Station Representative
when coverage counts

There’s a “heap of buyin’” in Memphis’ Billion Dollar market. You get a “heap of coverage” when you tell your story to Mid-South people over WMC.

684,460 families in this rich market are proud WMC listeners. Since 1923, WMC has been the station most people listen to most!

WMC

“the station most people listen to most”

★ MEMPHIS ★ 5000 WATTS DAY & NIGHT

NATIONAL REPRESENTATIVES

The Branham Company

OWNED AND OPERATED BY

The Commercial Appeal

AFFILIATE

Gross, Gambrill Are New Gillette Vice Presidents

BOONE GROSS, former sales manager of Gillette Safety Razor Co., Boston, and Howard Gambrill Jr., former works manager of the firm, have been elected vice presidents of the company.

Mr. Gross has been sales manager of Gillette for more than a year. Previously he was president and general sales manager of Gooderham and Worts, Detroit. During the war Mr. Gross served with the U. S. Army and rose to the rank of colonel.

Mr. Gambrill, who has been with Gillette for the past 18 years, has worked in nearly all of the firm’s manufacturing departments.

WRFD Names

EDGAR PARSONS, formerly with the Fred A. Palmer Co., has been appointed manager of the new WRFD, owned by the Peoples Broadcasting Corp. of Ohio, and under construction in Worthington, Ohio. Royce Woodward, formerly chief engineer of WKLX Lexington, Ky., has been named to a similar post at WRFD. Station will be 5 kw on 880 w.

ASCAP Treasurer

LOUIS BERNSTEIN was elected treasurer of ASCAP at a meeting of the society’s board of directors in New York April 29. All other officers were re-elected as follows: Deems Taylor, president; Gustave Schirmer, vice president; Oscar Hammerstein 2nd, vice president; George W. Meyers, secretary; Donald Gray, assistant secretary, and Ray Henderson, assistant treasurer.

Offer Radio Studies

INDIANA State Teachers College has announced that the speech department will this year offer courses in radio as major subjects. Courses include: use of radio in the classroom; radio workshop; introduction to radio broadcasting; radio speech; radio writing; radio program orientation. The radio workshop, offered to teachers during the summer, will be conducted from June 16 to July 18 and from July 21 to August 22.

KWRN Transmitter

CONSTRUCTION has begun on transmitting house for KWRN Reno, 3 kw FM outlet of Reno Newspapers, Inc. Located atop Peavine mountain 8,277 feet above sealevel, it is believed to be the highest transmitter site in the U. S. KWRN is expected to be on the air late this summer, with studios in the Gazette Building in Reno using a link transmitter to the mountain site seven miles away.

MARK WOODS, president of ABC, addresses 500 school editors attending Southern Interscholastic Press Assn. convention.

KLZ Assignment

BRAINERD Broadcasting Co. a partnership, has filed application with FCC for assignment of license of KLZ Brainerd, Minn., to a new corporation under the same name and including partners who retain their respective interests. No money is involved. The principals in the new firm are: E. Thomas O’Brien, president and 55%; Mildred O’Brien Chalberg, 11%; John Chalberg, secretary and 11%; Mabel O’Brien Smith, vice president and 6%; William F. Graham, treasurer and 20%.

RADIO should present as wide a range of opinion as possible without establishing any rigid editorial policy, Mark Woods, president of ABC, told 400 school editors from ten Southern states at the Southern Interscholastic Press Assn. convention at Washington and Lee U., Lexington, Va.

Mr. Woods said he believed radio should continue to develop "commentators whose ability and variety of viewpoints bring a wider range of editorial opinions to every station." The ABC president also cited the effectiveness of forums such as America’s Town Meeting of the Air, “where leaders of thought face each other and an uninhibited audience to argue the merits of public issues.”

"It is clearly in the public interest," said Mr. Woods, "for the broadcaster to search out the dark and shadowy spots in his community and his nation and to throw the full light of publicity on them, objectively recommending corrective measures."

Pointing out that the licensing factor limits the number of clear channel stations capable of reaching a million or more people, Mr. Woods questioned whether, if such stations should adopt a policy of editorializing, all elements of the national life would be represented.

YOUTH HEARS WOODS

Radio Editorializing Debatable

Issue, School Editors Told

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THE "WINNER" and "NEW CHAMP"

Award of Merit
Presented to "WEATHER FORECAST JINGLES"
By the Committee on National Radio Awards of the City College of New York.

CHIQUITA BANANA
SPONSORED BY UNITED FRUIT CO.
LAST YEAR'S WINNER

The hottest idea in Spots ever! Transcribed weather reports set to music with the cleverest lyrics you've ever heard. Listeners will actually tune in to hear this unique method of Weather Forecast presentation.

Two sets of Weather Forecast Jingles are supplied. One, twenty-five to thirty seconds, allowing thirty seconds for live commercial. The other, twelve to fifteen seconds, to be used as station breaks. Each set contains 66 spots. Cue index cards make selection of the appropriate forecast simple.

WEATHER FORECAST JINGLES
BROADCAST IN 190 CITIES
Your Markets may still be available.

The only Producer of Transcribed Radio Programs to receive an Award at this Conference.

Harry S. Goodman
19 EAST 53rd STREET at Madison Avenue...NEW YORK CITY

May 5, 1947 • Page 39
“Baby Snooks” originates at
Pandemonium in a pinafore... that’s Snooks. Actually grown-up Fanny Brice, she charms Columbia listeners from coast to coast. And it all gets underway at KNX — CBS in Hollywood — under the sponsorship of the General Foods Company.

KNX polishes 27 shows for cross-country delivery. But sponsors of local KNX shows get much more than reflected glory. All of the production services used on KNX’s transcontinental originations are placed at the disposal of KNX shows meant for Southern California only. In short, your sales messages to Southern Californians enjoy network quality at single-station cost.

Take Tapestries Of Life, a local KNX program blending the dramatic abilities of Hollywood’s finest actors with smooth narration by Theodore Von Eltz. Its sponsor — Forest Lawn — has been using KNX programming for more than 12 years. These consistent renewals demonstrate the continuous satisfaction given by KNX’s single standard of top quality production.

If your sales aren’t keeping pace with the fast growing Southern California market, just give us, or Radio Sales, a call. We can give you a pace-setter.

**KNX Los Angeles • 50,000 Watts**
"Sample" ratings for the Fulton Lewis, jr. program

Here are some recent local ratings for the Fulton Lewis, jr. program:

WATW, Ashland, Wis. 22.5; WBOC, Salisbury, Md. 34.0; WFHR, Wis. Rapids, Wis. 20.0; WHBC, Canton, Ohio, 17.0; WMBH, Joplin, Mo. 17.0; KVFD, Ft. Dodge, Ia. 15.0; WKBV, Richmond, Ind. 15.3.

Local and national advertisers on 254 stations reach the top-notch Lewis audience. There are a few local availabilities now open—write or wire for complete information.

H. M. HUCKE IS NAMED TO NEW POST AT RCA

HERBERT M. HUCKE, former manager of RCA Aviation Radio Sales, has been appointed sales manager of the newly-consolidated RCA Communications and Speciality Section, and Joseph M. Hertzberg, who has been associated with the RCA Aviation Section since 1945, succeeds Mr. Hucce as manager of Aviation Radio Sales.

Mr. Hucce joined RCA's sales service staff at San Francisco in 1925 and after a short time was appointed field sales engineer. In 1933 he became radio engineer for Pacific Air Transport Co., and when that company was absorbed by United Air Lines he joined the latter company. In 1935 Mr. Hucce was promoted to chief communication engineer for United and in 1938 joined the newly-created Air Safety Board in Washington, D. C.

Mr. Hertzberg joined RCA's aviation section in 1945 after four years of work on aircraft radio communications and navigational research and development for the AAF. During the war, as a lieutenant colonel in the AAF, he worked on the development of shoran and loran. Prior to the war he was employed by the Stromberg Carlson Co. for six years, and for several years was in business for himself.

Hope Revived That Russia Will Ease Broadcast Ban

A FAINT RAY of hope was seen for future American broadcasting from Russia in a statement last week by Henry Cassidy, NBC's European news director, who said that "little progress has been made."

Speaking from Paris on his return from covering the Moscow conference, Mr. Cassidy said that although conference broadcasting privileges had been cancelled, "the Russians have agreed to re-examine the question of broadcasting and the three resident Moscow correspondents representing American networks have applied directly to Foreign Minister Molotov for permission to resume their work."

He said the Russians had made no promises for after the conference, but he added, "they admit we have a serious argument in freedom to listen."

Benham Appointed

H. J. BENHAM, former commercial engineer for RCA's Theatre Equipment Section, Camden, N. J., has been appointed assistant general sales manager and president of the Brenkert Lighthouse Projection Co., RCA Victor Division, subsidiary, Detroit. In his new capacity Mr. Benham will make a general study of the Detroit plant and take an active part in its management, reporting directly to Karl Brenkert, president of the firm.

COMPLETING negotiations between WWI Detroit and Dossin's Food Products for Harold True's news program for Pepsi-Cola and the Dossin Co. are (1 to r), Walter J. Dossin and Lawrence J. Michelon, vice president of Simmons-Michelson Co., Detroit, which handles the account.

NOBLE & WOODS PLAY HOSTS FOR ITU DINNER

EDWARD J. NOBLE, ABC chairman of the board, and Mark Woods, ABC president, were hosts on April 24 at a dinner honoring visiting officials of the International Telecommunications Union at the Waldorf-Astoria Hotel, New York. Members of the FCC also attended the dinner.

Honor guests at the dinner and reception were: Dr. Franz von Ersland, director, International Telecommunications Union; Director General C. Gross, vice director, ITU; Francis C. Colby, jr., chief, Telecommunications Division, State Department; Merwyn Bly, general special executive officer, ITU; Charles R. Bly, chairman, FCC; E. K. Jeffs, commissioner, FCC; Edward Mount Webber, commissioner, FCC, and Andrew C. Haley, Washington, D. C.

Also attending from ABC were Robert E. Kintz, executive vice president; Robert H. Hinkle, vice president in charge of Washington activities; Earl E. Anderson, vice president; C. Nicholas Priadis, vice president in charge of finance; Joseph McDonald, vice president and general attorney; and Frank Marx, chief engineer.

KBYE on Air

KBYE, owned by State Broadcasting Co., began operations April 22 as the only non-network station in Oklahoma City. Gailen Gilbert, former commercial manager of KUOA, Oklahoma City, is manager; Clyde Mosteller, formerly of WFAA Dallas, is chief engineer; Flora Luper, formerly of WOKC Oklahoma City, is office manager. KBYE is a 1-kw daytime outlet and operates on 990 kc.
IF IT’S PEARLS YOU WANT...
Use a diving mask in the South Pacific!

IF IT’S SALES YOU WANT...
Use WTIC in Southern New England!

By every measurement, station WTIC, Hartford, dominates the prosperous Southern New England Market.

DIRECT ROUTE TO SALES IN Southern New England
The Travelers Broadcasting Service Corporation Affiliated with NBC and New England Regional Network
Represented by WEE3 & COMPANY • New York, Boston, Chicago, Detroit, Atlanta, San Francisco and Hollywood
OUTLET IN PIERRE, S. D., PUTS IN 'FIRST' CLAIM EDITOR, BROADCASTING

In the April 14 issue of Broadcasting, page 93, I came upon a story concerning "First Station Feud" and noting that the first license of KDKA was issued Aug. 1, 1921, 8 XE, call your attention to the fact that the first license of this station (KGBP, Pierre, S. D.) was issued June 6, 1916, to my husband, Dana McNeil, and the call was for a "Land Station" 9 ZP, License No. 12. His operator's license was No. 8878, issued June 1, 1916. I have these original licenses on file here.

When the stations were closed during the first World War and then allowed to reopen, Mr. McNeil's call became 9 CLS. I find that in our old file of licenses, it became KGFX on Aug. 15, 1927.

Personally I have done the announcing since February of 1922, thus a bit over 25 years. Mr. McNeil died Oct. 15, 1936, and since that date the station has been licensed to me as administratrix of the estate.

Though still small, we feel we're quite useful—(see Coronet magazine, March issue 1947 for a bit of story). Anyway—I'm wondering if maybe we might be older than the others?

Ida A. McNeil, Director, KGFX, Pierre, S. D.

Time of Marshall Address Set Without Network Clearance

DEPT. OF STATE's selection of time for the broadcast last week of Secretary of State George C. Marshall's first address following his return from Moscow was done without consultation with all networks, it became known when CBS refused to carry the speech.

The 9:30 p.m. Monday time which the Department chose for the Secretary was one of several periods which had been offered by MBS, it was learned. In that segment Mutual normally carries a Guy Lombardo program for Army recruiting.

According to other network headquarters in New York, the State Dept. announced that the Secretary would make his address at 9:30 without first consulting any of them.

Stanton's Statement

NBC and ABC, however, agreed to carry the Secretary's broadcast, NBC cancelling the Victor Borge show, sponsored by Socony-Vacuum Oil Co., and ABC cancelling So You Want to Lead a Band, a sustained program.

The time picked for the Secretary's speech was the second half of the CBS Lux Radio Theater, one of the network's most popular programs. Although the network did not refer specifically to this inconvenience, Frank Stanton, CBS president, explained.

We were told by the State Dept. that it would have to be 9:30 or else. At other times, even for the White House, the networks were usually consulted and asked to suggest the time that would be most suitable and would cause the least inconvenience.

"We offered Saturday at 10 p.m. or Monday at 10:30 p.m., but we were told it had to be 9:30 or nothing. We simply had to decline to carry Mr. Marshall. We take the position that this is a free country and that they cannot command networks in time of peace for a speech by the Secretary of State."

John P. Howe, special assistant to the Assistant Secretary of State for Public Affairs (William Benson), said CBS was completely within its rights for refusing to carry the broadcast. He said the Department had picked the time it wanted for Mr. Marshall's speech on the basis of Hopoctrings for the best time, and then told the networks what time the speech would be made. He added that the Department always had a "lot of trouble" in getting networks to agree on a time.

Technical, Executive Jobs Open in Japan

RECRUITING for several supervisory and policy-making jobs under the military government of Japan will start this week with the arrival in this country of A. J. Allen, assistant deputy chief of the Civil Communications Section in Tokyo. He is former assistant vice president of AT&T, and retired vice president of the Cincinnati Bell Telephone Co.

Mr. Allen plans to be in the U. S. for about 20 days recruiting for the following positions: Inside maintenance toll supervisor, circuit layout engineer, transmission engineer, chief of wire operations division, construction supervisor, chief of the manufacturing branch, radio research engineer, field communications executive officer, wire equipment supervisor, radio engineer operating supervisor, radio engineer broadcast technician, attorney for Civil Communications Section.

All jobs are concerned with supervising the existing Japanese communications system. Average pay is $3000; average government rating is F6.

Mr. Allen's headquarters while in Washington will be Personnel and Training Branch, Civil Affairs Division, War Dept. General Staff, room 3BB63.
JUST in case you hadn't given it a thought lately—times are changing in the media field. The buyer is again the buyer—and he's getting tougher and tougher. He's just the same nice guy—but advertisers and agencies are settling down in the traces to sell goods—hard—competitively.

And so, to Radio—these questions (among others):

1. "What is the actual, verified 'circulation' of this program in which you ask me to invest my dollars?"
2. "How many homes per radio dollar?"
3. "How big is the total audience reached by a series of successive broadcasts? Unless I know this, I can neither make comparisons with other media nor determine what percentage of the market for my product is adequately covered."
4. "What per cent of all radio homes is reached by my radio advertisements—my commercials?"

Now let's stop kidding ourselves (and short-changing radio)—"coincidental phone ratings" can't answer a single one of these questions!

Why, even those who fashioned the "Coincidental" rating never claimed more for it than that it was an "index of program popularity"—measured only in phone homes—only in 33 selected cities. Not a scrap of selling evidence about a program's total "circulation," nor its total market coverage; nor the size of the audience reached by its commercial advertisements!

But sound answers to these sound questions (and many more)—vital to the interest of advertisers, agencies, networks, stations and talent—are ready and waiting for you in NIELSEN RADIO INDEX service. Consider—in sharp contrast with the single "Coincidental" rating—the four NIELSEN RADIO INDEX measurements shown by the chart:

1. NRI "Average" Audience usually exceeds the corresponding "Coincidental" rating.
2. NRI "Total" Audience is still higher—radio is given credit for part-time listeners (other media take similar credit).
3. NRI "Commercial" Audience gives radio a unique advantage—there is no equivalent measurement of "Readership."
4. NRI "Cumulative" Audience is absolutely indispensable if the true size of Radio's market coverage is to be compared with competitive "Circulation."

These, and many other measurements, available exclusively from NRI service, reveal Radio's true values. Let's stop short-changing Radio! Let's use a rifle (and a good one) to answer these questions of Radio's buyers—and sellers.

**NIELSEN RADIO INDEX**
A Complete Research Service (based on accurate electronic recorders) which provides, on a continuous basis, the vital facts needed in solving the problems and capitalizing the opportunities of programming, time buying and time selling of Radio.

**COMPARE TWO KINDS OF RADIO YARDSTICKS**
(For a typical evening program)

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<thead>
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<th>Limitation</th>
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<tr>
<td><strong>COINCIDENTAL RATING</strong></td>
<td>Limited to phone homes in 33 large cities</td>
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<tr>
<td><strong>NIELSEN RADIO INDEX</strong></td>
<td>Accurate electronic data—from homes of all types</td>
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<td>COMMERCIAL AUDIENCE PER FTCST.</td>
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<td>CUMULATIVE COMMERCIAL AUDIENCE (4 WEEKS)</td>
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<td>23.1</td>
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201 HOWARD STREET
CHICAGO

A. C. NIELSEN COMPANY
WORLD'S LARGEST MARKETING RESEARCH ORGANIZATION

BROADCASTING • Telecasting

May 5, 1947 • Page 45
WPEN-FM Gives Initial Demonstration Of Facsimile Operation in Philadelphia

First public demonstration of facsimile broadcasting in Philadelphia was presented April 28 by WPEN-FM in the street-door window of the Gimbel Brothers department store. It was the first indication that the Philadelphia Evening Bulletin, which owns and operates WPEN and WPEN-FM, was entering the facsimile field. Earlier, the Philadelphia Inquirer, which owns and operates WFIL and WFIL-FM, had announced that it would stage a public demonstration of facsimile on May 5.

Lister Does Research
WPEN-FM has been broadcasting facsimile since April 2 under an experimental license. Walter Lister, former managing editor of the defunct Philadelphia Record, was engaged by the Bulletin several months ago to handle research for the proposed facsimile broadcasting. Arrangements for the demonstration were made by Richard W. Slocum, vice president and general manager of the Bulletin, and G. Bennett Larsen, general manager of WPEN.

Apart from the fact that it was the first Philadelphia demonstration, it was also said to be the first time an 18-inch recorder had been publicly demonstrated. The 18-inch recorder brought a page equal to nine columns of type and was 12½% wider than the ordinary newspaper page. In addition to the 18-inch recorder, the demonstration included the 4-inch recorder intended for home and office use.

The first page of the day's Bulletin was reproduced. Presented four hours daily last week, the facsimile transmissions also included late news flashes, news pictures and weather maps. Transmissions were reproduced on chemically treated paper. Broadcasts were made from the WPEN studios on Channel 258 to the WPEN-FM tower stop the P.S.F.S. Bldg.

Examinin front page of The Evening Bulletin (Philadelphia) as reproduced by 18-inch facsimile recorder is John Moore, technician of Alden Products Corp., equipment manufacturer. Recorder currently is being made for demonstration purposes only, which is three blocks away from the department store.

WPEN-FM's special events director interviewed persons viewing the demonstration, using a portable recorder, and their comments were aired over WPEN last Tuesday night (April 28).

Restrictions Off
FCC last week announced adoption of Order 130-N, effective immediately, cancelling the 500-watt power limitation established previously by Order 130-L on the 3550-4000 kc band for amateurs living in the territory of Hawaii and all U.S. possessions west from there to 170 degrees west longitude. The new order also releases frequencies from 146.5 to 148 mc for use by amateurs within 50 miles of Washington, D.C., Seattle, Wash., and Honolulu. Cancellation of these wartime restrictions imposed because of military requirements automatically brings into effect the 1 lw power limitation set forth in Sec. 12.131 of the FCC's rules governing amateur radio service.

Winning Smile is flashed by Dale Taylor, WENY Elmira, N.Y. (front row, center), newly-elected chairman of Gannett Radio Board [Broadcasting, April 28], at meeting in Danville, Ill. Flanking Mr. Taylor (1 and c) are: G. Glover Delaney, WTHT Hartford, Conn. manager, secretary; Gunner O. Wilg, WJCC Rochester, N.Y., retiring chairman; Back row, 1 to r: Walter E. Nelson, J. P. McKinney & Son; Robert J. Burow, WDAN Danville, Ill.; Max M. Everett, J. P. McKinney & Son.

Radio Executives Club’s Prizes Awarded to Four
Rosalia Maresca, 23-year-old soprano heard weekly on WHO’s Sunday Serenade, was presented with $250 last Thursday as winner of the first New Talent Contest conducted by the Radio Executives Club of New York, with entries received from all of that city’s stations.

Presentation was made during the club’s regular luncheon meeting at New York’s Hotel Roosevelt by Clarence L. Menzer, NBC vice president in charge of programs, who also presented scrolls of special commendation to three other young artists. They are: Lyne Andrews, 21-year-old vocalist currently featured in her own program of popular songs, Lyne Andrews Sings, on WRL; Kay Lovell, also 21, a soprano who sings on WBYN; Warren Vaughn, 17-year-old pianist. The top four, who entertained REC in a special program emceed by Mr. Menzer, were selected from more than 25 contestants.

Colorado Series
COLORADO legislature has passed a resolution commending Governor of Colorado for his support of radio production and its director, Ellsworth Stepp, for producing the program series State Problems. Eleven Colorado stations which broadcast transcriptions of the series were also commended.

Bing King in Des Moines
Crosby Tops ‘Tribune’ Poll, Fibber McGee
And Molly Second; ABC Favored Network

Bing Crosby is still king of network radio, as far as readers of the Des Moines (Iowa) Tribune are concerned. In a poll conducted by Mary Little, the Tribune’s radio columnist, the eminent Mr. Crosby topped Fibber McGee and Molly to take the crown.

In general, ABC daytime programs were favored by Iowans taking part in the survey, according to Miss Little, with NBC getting the nod for night shows. Who is the NBC outlet in Des Moines, KNRT the ABC affiliate and KSO the CBS affiliate. KNRT is owned by the Cowles Publishing Co., which also owns the Tribune.

Bing Crosby was voted favorite male singer in the Tribune poll in addition to getting the greatest number of votes in any category. Third most popular show with Tribune readers is NBC’s Amos ’n Andy.

Among local radio personalities Don Bell, KNRT’s morning man, was voted favorite male, followed by KNRT’s Gene Emerald, Knell Bell, WHO m. c., ranked third in this category. Favorite local radio woman is Betty Wels of KNRT and in second place is Edith Webber of WHO. In the third position among male network performers are Arthur Godfrey of CBS, Art Linkletter of CBS-NBC, and Jimmy Fiddler of ABC, in that order.

On the distaff side of the network, who indubitably has made the field with Betty Crocker of ABC-NBC in second place. CBS’ Joan Davis was voted favorite lady comedian of the networks, followed by NBC’s Judy Canova and Gracie Allen. Bill Stern of NBC led among network sportscasters, topping CBS’ Red Barber and freelance Ted Husing. Tribune readers picked CBS’ Dinah Shore as their favorite girl network singer, with WHO’s Jo Stafford as runnerup.

Cite ‘Counterspy’
Schutter Candy Division of the Universal-Match Corp., St. Louis, was awarded a special citation in New York last week by the Cinema Lodge, B’nai B’rith’s entertainment industry branch, for “outstanding contributions to inter-faith understanding and universal brotherhood.” Award was made for the company’s sponsorship of David Harding—Counterspy on ABC.
Plenty of sponsors have checked WSM's responsive audience, by mail and sale. And found it quick to do what WSM asks.

That's because, in a generation of broadcasting, WSM kept faith with its audience.

Yes — here's a medium that can deliver a market of five million listeners without help of any kind.
WBAL's New Broadcasting Studios to be Located at 2610 N. Charles Street
Some of WBAL's pre-war plans are now nearing completion.

This spring we move into our new home, programs are attaining new heights of excellence and television demonstrations have begun.

These new facilities are designed to match the importance of this great and growing market. Baltimore, now America's 6th city, has been, for over 25 years, the fastest growing big city in the east. And the Baltimore area, rich and stable, is served effectively only by WBAL.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.  WBAL  50,000 WATTS • BALTIMORE NBC AFFILIATE!

SOON

WBAL is bringing Television to Baltimore. Field equipment has arrived and demonstrations have begun. We hope to have our television transmitter in operation by early fall.
Editorial

Boot for Radio

HENRY WALLACE, the "great liberal" and idol of Commissioner Durr, pitched another curve at radio last week when he refused to allow wide recording of his news conference (See story this issue).

Though network spokesmen pointed out that wire recording is simply audible journalism and can be edited just as written copy is edited, Mr. Wallace took the recorder off the table and put it under his left foot. Since the recorder continued to grind away he became probably the first man in history to broadcast through his shoe. Later portions of the "foot broadcast" were made part of an MBS network show.

Merely an incident, but an incident of the kind that labels men for what they are and proves again that those who give lip service to freedom of speech don't always practice the principles they urge on others.

Nevertheless, we subscribe to the opinion that radio on an equal footing (no pun intended) with newspaper reporters can hardly be dignified with the name. It becomes instead a "newspaper" conference and ignores the most potent medium of mass communication—the news broadcast.

Radio's great power to give a true picture of events in the making, proved over and over again during the war, must be recognized by those who expect to play any role in national affairs.

Self Appraisal

TWICE in recent weeks the FCC has waved a frenzied finger in the faces of all licensees, warning that the extreme penalty will be meted out unless they treat the Commission with honesty and candor. It did so first in the WOKO Albany case and again in the WORL Boston decision [Broadcasting, April 14, 28]. In both cases it implemented its insistence upon accuracy and honesty by withholding license renewals.

We do not attempt here to consider the merits of any of the cases, though we would be remiss if we did not observe that in the WORL proceeding, certain of the votes for snuffing out that station's license appeared to be motivated by factors other than the record. And even in the WOKO case, the majority, evidently bent upon making certain that its punitive voice would be heard, punished the innocent stockholders along with the guilty—something even the Supreme Court seemed disposed to question.

Nevertheless, we subscribe to the FCC's belief that it is entitled to expect honesty from those who operate under Federal license. It seems a strange circumstance, therefore, that this Commission itself for almost five months has stood accused of falsification in its Blue Book look, and not been heard to utter a word in denial.

In answer to these charges the Commission has appeared to seek refuge in legal technicalities—that the Blue Book is not reviewable in court, apparently without regard to what it says, and that WBAT, Baltimore, which made the charges [Broadcasting, Dec. 16], will have opportunity in regular course of FCC hearings to show wherein the Blue Book errs.

Perhaps the FCC is legally correct in these contentions. Whether the Blue Book contains factual inaccuracies or not, however, the Commission should want voluntarily to find any errors that may exist. It seems incongruous that a Commission should be so willing to confiscate properties in furtherance of its demand for accuracy from licensees, and yet be so quick to resist any test when its own is challenged.

The Commission should remember that honesty and accuracy are more than points of law. They are also moral matters. FCC, demanding them of others, should be the first to demand them also of itself and its employees. Otherwise it will command obedience, because of the legalistic bludgeon it carries, but not respect.

"The crime of the Blue Book is a monstrously expensive one, as the TWA occurrences of the last week have justly made clear. It is the sin of the convention, as a matter of prestige, of the monopoly, and, above all, of the technical authority of the FCC."

IN THE year-and-a-half Justin Miller has been president of the NAB, he has made a profound impression with his grasp of radio. Skilled in writing and speaking in the university classrooms and the halls of justice, his ability as a speaker in the halls of the "Blue Book" has been recognized. He stepped into a new role the other day. He addressed a CBS audience in short, hard words—words the masses understood.

Convention-itis

SOME MONTHS ago, as a postwar innovation, we inaugurated our "At Deadline" wraparound form. One of the features was titled "Up coming," listing conventions, meetings, seminars and other forerunners of by and for radio people.

We figured initially that this feature might carry three or four listings—possibly a half-dozen, of important events ahead. Alack, our calculations were askew. The last few issues list anywhere from 20 to 30 sessions in a two-month span. All aren't general, open national sessions. But there are college institutes, district meetings, state meetings, AM meetings, FM meetings, seminars, network meetings, radio farm meetings, women's sessions, radio awards, and sundry others.

Radio, these days, must be involved in more meetings than any other art, pursuit or enterprise, with the possible exception of the parent-teacher associations. And they have their radio sessions, too.

We do not gainsay the importance of some of these sessions. Dick Scott of the NAB is helpful—notably in these times. The FMA sessions have a plausible purpose, for that association is just getting under way.

Already we've detected a reaction. The institutes and the seminars are drawing fewer and fewer of the top broadcasters, agency people, advertisers. In numbers, they are still well attended by educators, program and special interest people. That is not to minimize the importance of second men and women or of our pedagogical contemporaries.

We are constrained to wonder, however, whether all these sessions are essential or productive. We fear for the well-being of the broadcaster, who must become an itinerant if he's to keep pace.

Why can't certain of these groups, with common objectives, get together and consolidate sessions? Let's have one or two (or maybe three) really well-founded, well-planned, productive sessions arranged for particular segments, rather than this business of flying off in all directions all year round.

One of the things that may be wrong with radio is that broadcasters don't spend enough time at home.

Our Respects To—

LEON LEVY

WHEN future historians judge the reasons for the economic success broadcast ing enjoys today, they might consider the conditions under which Dr. Levy became head of WCAU, CBS affiliate in Philadelphia, celebrating its silver anniversary this week.

Back in 1929 after the Levys had purchased the small 500 w station, Isaac D. Levy asked his brother to consider giving up the practice of dentistry and taking over the management of the station. After some deliberation Dr. Levy agreed to go along provided that the station would drop some of its current sponsors immediately.

"We were making money. They were supplying all the station's income, but we were not building anything. Most of our commercial accounts were not of the best and I was convinced that we had to have substantial advertisers selling accepted goods and services if we were to build a strong, going business," Dr. Levy recalls today.

This reasoning has proved itself, for, from that day to this, WCAU has always been regarded as one of the country's strongest stations from a financial viewpoint. Originally purchased for $25,000, it was sold by the Levys last November to the Philadelphia Record for $5,000,000, the maximization of which Dr. Levy's judgment has paid off.

Every now and then when someone proclaims that commercialism is ruining radio, Dr. Levy will be the first to argue with him.

The prime factor in the efficacy of any broadcasting station to serve the public properly, he points out, is economic stability. "A commercial broadcasting station must be maintained and operated upon a sound economic basis. The better off a station is financially, the better equipped it is to serve the public," Dr. Levy reasons. And the number of honors WCAU has won for its public service programming amply states this statement.

From the time Dr. Levy gave up his dental practice he has had a rich, full career in broadcasting. One of the founders of CBS, he was elected secretary-treasurer of the network in 1927, but resigned the office several years ago, remaining on the board of directors.

In 1932 WCAU became a 50 kw station and moved into what is believed to have been the first building in the United States to be designed and built exclusively for broadcasting. At this time the station became also one of the 24 in the United States operating (Continued on page 58)

Broadcasting • Telecasting
Commemorating A Quarter Century of Community Service

WCAU
50,000 WATTS * CBS AFFILIATE

Philadelphia's Leading Radio Institution
COOPERATIVE PLANNED BY BROADCASTERS GUILD

BROADCASTERS GUILD, an organization patterned after motion picture exchanges, announced plans in Hollywood April 24 for a radio cooperative embracing 18 major markets.

Donald Dwight Davis, president of WHB Kansas City, and James Parks, head of the Chicago packaging firm bearing his name, are partners in the venture. Dual purpose of organization is sales and distribution of programs owned by stations as well as screening outside program properties for presentation to member stations. Accordingly to Mr. Parks, cities already earmarked for participation are Chicago, Dallas, New Orleans, Seattle and Atlanta.

Radio Bibliography

OSCAR ROSE, a program director at CBS who also does overseas broadcasting for the State Dept. and a former teacher of broadcasting at the YMHA and YWHA in New York, has compiled a bibliography of American radio, Radio Broadcasting and Television (H. H. Wilson Co., New York. $1.50).

Volume lists nearly 1,000 books, articles and pamphlets, arranged under such index headings as history and general survey, radio as a business, advertising, publicity and sales promotion, program techniques, program content, etc., as well as title and author index.

Our Week of Celebration May 4th-11th

Broadcasting Station CKOC

CULMINATING A QUARTER CENTURY OF SERVICE PROGRESS GROWTH

IN CANADA'S #1 MARKET SOUTHERN ONTARIO

with the inauguration of its 5000 watts of power

After two months' operation the new unit is delivering a proven PLUS in performance, broadcast quality and audience acceptance.

HAMILTON

ONTARIO

CANADA

REPRESENTATIVES:

CANADA: ALL CANADA RADIO FACILITIES

U. S. A.: WEED AND COMPANY.

Serving at its best Today with 5000 Watts of Power

Recognition

CITY COUNCIL of Portsmouth, Ohio, recognized radio as a news dissemination media when Mayor George Koerner ordered a table provided in the City Council meeting room for the radio reporter for WPATY that city. Since 1893 when the Council first met, newspaper reporters have had a table in the meeting room on which to work, but this is the first recognition of such rights for radio newsmen.

Albert Read Moore Jr.

ALBERT READ MOORE JR., 33, assistant supervisor, Studio Playhouses for CBS, died April 25 of a cerebral hemorrhage at his home in Mount Vernon, N. Y. Mr. Moore joined CBS as supervisory engineer May 5, 1937, and had been with the network since that time. He is survived by his wife and two children.

Albert H. Pollack

ALBERT H. POLLACK, 58, treasurer and a member of the board of directors of WATT Newark, N. J., died April 29 in Florida following an illness of several months. Surviving are his wife, two daughters and two sons.

Respects

(Continued from page 50)

ating on a clear channel.

In 1934, KXY, a station operated by NBC, was moved to Philadelphia from Chicago and Dr. Levy was requested by NBC to manage and operate this station for them. This is the first and only situation of this kind, where the same individual managed and operated a CBS and a NBC station in the same city at the same time. This arrangement continued until 1956 when he asked to be relieved of these extra duties to confine himself to the operation of WCAU.

In 1941, Dr. Levy joined the U. S. Navy as radio director of the Fourth Naval District. After serving for 13 months, the Office of War Information requested the Navy Dept. to release him to join the O.W.I. and set up the domestic radio plan. This plan, which was first tested in Philadelphia, was put in operation over the entire U.S.

Born in Philadelphia on June 6, 1889, he attended public grade and high schools in that city. He was graduated from the University of Pennsylvania Dental School in 1913 and practiced dentistry in Philadelphia until 1925. In World War I he served in the U. S. Navy Dental Corps. In 1927 he married Blanche Paley, sister of William Paley. CBS was chosen to represent him, and he has two children, Robert, 16 and Lynne Frances, 10 years old.

Today at 51, and at a time when most successful people are eyeing retirement, Dr. Levy is more active than ever. He is staying in radio as general manager of WCAU and will continue to guide its destinies under the new ownership.

On the hobby side, in addition to amateur photography and playing spirited tennis with his son, Bobby, he recently became interested in horses. He has taken over the Jaclyn Stables, which houses such turf favorites as "I Will," recent winner of the Wood Memorial at Jamaica, he is meeting with success in this field, too. Also included in the stables are "Inver," "Best Effort," "Blood Guard," "It Happened" and 12 two year olds. In the group of two year olds are some of the most expensive colts and fillies purchased during 1946, "Mulatto," "Backdrop" and "Radio Time."

Dr. Levy's civic activities include directorships in hospitals and the Robin Hood Dell, membership in the Variety Club, the Town Club, the Executive Committee of Infantile Paralysis, and Director of the Yellow Cab Companies of Philadelphia and Camden. In 1933 he received an honorary degree of Doctor of Science from the Pennsylvania Military College in recognition of his work in radio.

MILTON BACON, who has been featured since January 1942, on such CBS programs as "Time to Remember" and "God's Country," has been appointed general manager of WCBS New York.

ARCH ADAMS, former manager of KID in Palm, Malibu and KOVO Provo, Utah, has been named general manager of Los Angeles operations for Intermountain Network.

ED BARKER, manager of KLOK San Jose, Calif., who is on leave to present his duties, has been appointed manager of WBBM Chicago's sister station of Gene Grant & Co., newly appointed national sales representative for NBC.

JOHN W. MAILIG, Jr., program director of WHAI Greenfield Mass., has been named manager, replacing JAMES L. SPATES, who resigned to manage WNBC station in New York, April 7.

OMAR JOHNSON, former head of Los Angeles Times Land & Tax Division, has been named assistant to president and publisher, in charge of Times' FM and television activities.

FRANK FALKNOR, general manager of WBEM Chicago, and ELIZABETH WOLLHOF, of station's education department, received certificates of appreciation from Chicago Council, Boy Scouts of America, for their efforts and those of those of WBBM in promoting scouting campaign.

ANTHONY HENRY, ABC assistant treasurer, is the father of a girl, Kathy. A. A. SCHRECHER, ABC press assistant, has worked on a series of news, special events and publicity, has been named to RAD Public Relations Committee. He has filled post occupied by CARL HAVELLEN.

WESLEY H. WALLACE, assistant general manager of KZBN, Minneapolis, Pa., received Army Commendation Award for outstanding efforts as a newspapers service as a 14 Armed Forces Radio Stations in the AFWEPSAC area.

Ralph FORSTER, manager of KLZ Denver, has been appointed general chairman of 1947 Denver Community Chest Campaign to be held in October.

Coffin Book Out

STORY of the inner circles of Washington since the beginning of the Truman administration is told in "Missouri Compromise," a book written by Tris Coffin, ABC correspondent, and published today (May 5). Mr. Coffin covered Capitol Hill for several years for CBS. Written in narrative, anecdotal style, "Missouri Compromise" tells of news conferences, of behind-the-scenes discussions that hadn't been gotten into print, and of the many interesting hidden incidents that go to make up the fabric of the Washington scene.

Little, Brown & Co., Boston, is the publisher. The price is $3.00.

Herrman Honored

BERNARD HERRMAN, conductor of Invitation to Music on CBS, has been awarded a citation and $1,000 prize for "Fostering in America a deepened knowledge and wider appreciation of the world's fine music ... through his work as symphony conductor of CBS in proving this many original compositions in movies and radio" by Lord and Taylor, New York department store, at the store's 10th annual awards for advancement of the arts. The presentation was said to be the first of its kind in radio.
Pick up your live programs and start them on their way with highest quality. Choose Western Electric's 639 type Cardioid Microphone—adjustable to meet your every program requirement.

For simultaneous control of two programs, the attractive, high quality Western Electric 25B Console provides two main channels at moderate cost. For economical single channel studio control, use the 21C Audio equipment. Special Custom Built Control Consoles and Dispatching Systems are also available to meet "individualized" production and programming requirements.

For the "heart" of your station, get outstanding performance with one of Western's beautifully designed "Transview" Synchronized FM Transmitters. In addition to the 1 kw shown, the line includes 10 kw, 25 kw, and 50 kw powers.

Give your listeners the quality they expect from FM—choose Western Electric equipment from microphone to antenna. Every item has been designed by Bell Telephone Laboratories to meet fully FM's rigid requirements and to give the broadcaster more than his money's worth in performance, dependability and low cost of operation.

For particulars, see your nearest Graybar Broadcast Representative, or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.
THESE MATCHES*  
TELL ONLY PART OF THE STORY  
(*One million a month are being distributed in North Jersey)

The fact is...  
WAA T DELIVERS  
MORE LISTENERS  
PER DOLLAR IN  
NORTH JERSEY  
AND NEW YORK  
CITY THAN ANY  
OTHER STATION  
...INCLUDING ALL  
50,000 WATTERS.

ABLE ASSIST  
WSIR Helps Police Apprehend  
Escaped Criminals

FOR THEIR assistance in apprehending three convicts who escaped from a road gang last month, WSIR Winter Haven, Fla., has received a letter of commendation from the Winter Haven Police Department.  
"By broadcasting a general alarm," the letter says in part, "containing a description of the author of the crime they were riding, etc., Polk county citizens were alerted and gave law enforcement officers information important in the capture of the prisoners.  
"The sheriff's deputies were tuned in on Station WSIR and received a broadcast of the prisoners' exact location. This enabled them to arrive at this given location within two and one-half minutes, regrettably the broadcast saving valuable time and eventually resulting in the actual apprehension of the convicts."  

As the convicts—armed with a shotgun and pistol—changed their route and stole a second car, WSIR listeners telephoned information to the Winter Haven police. These reports were broadcast by WSIR. In car-hopping police radio, the deputies were tuned to WSIR, and in this way, were able to track down the men in such a short time.

Fordham U. Radio Dept.  
Presents Summer Course

THE radio division of the Fordham U. Department of Communication Arts, Bronx, N. Y., will present a Summer Institute of Radio from July 7 through August 15, 1947.  
The six week course, under the direction of William A. Coleman, director of the Fordham radio division, will consist of full course investigations conducted by leading personalities in the radio industry:  
- Writing for Radio, William A. Coleman;  
- Editing by Radio, Donald E. Eckert, director of All-City Workshop;  
- Announcing and Commentating, Norman Brokenshire;  
- The Social Aspects of Radio, Rev. R. F. Grady, director, department of Communication Arts, Fordham;  
- The Business Side of Radio, Don L. Kearney, Katz Agency, New York;  
- Television Techniques, Worth Elliott, manager, CBS Usher, Paramount department;  
- Music in Radio, Morton Gould;  
- Station Operation and Management, Arthur Hull Hayes, general manager, WGBS;  
- The Advertising Agency in Radio, Joseph L. Moran, Young & Rubicam, New York;  
- Tuition for the full course will be $150. Students desiring to take separate courses will be charged tuition, one-quarter designated for each course. In addition, a university fee of $5 will be charged. A list of all educational provisions of the GI Bill apply.

CHVC Niagara Falls, Ont.,  
Plans Studios on Bridge

STUDIOS of CHVC Niagara Falls, Ont., new 1 kw station on-1600 kc, will be located on the Rainbow Bridge, which spans the international border of the Niagara River below the falls.  
According to Owner Howard Bedford, CHVC will begin operations June 1. Ben Prior, new to radio, has been appointed as assistant manager. Other staff members include Hugh Gage, former news editor of CKNX Wingham, Ont., program director; Bob Cleland, former of WHLD Niagara Falls, N. Y., and Al Cook, new to radio, as salesmen; Jim Sullivan, former chief announcer of CFOR Orillia, Ont., as announcer; Mrs. Janet James, former freelance writer, as chief scriptwriter.  

Violator Sentenced

EIGHT-MONTH term in the county jail has been given Robert McDowell, Partridge, Seattle shipyard worker, for his second offense of illegal radio broadcasting. As a result, the FCC has announced. Commission monitors last September tracked down the "Voice of Morningside," an unlicensed station on 1940 kc owned by Mr. Partridge.  
The case was presented Dec. 10, 1940 to the grand jury and sentence was passed April 7. The shipyard worker's first violation of the Federal Radio Act occurred in July 1933 and upon pleading guilty he was given a suspended sentence of three years.

TV Audition Plan

AUDITION transcribing service for television clients was announced last week by Telemerica, Inc., Chicago, producer of video films. According to Al Griffin, firm's president, plan is to handle television auditions just as radio is handled, recording them on film instead of discs. Mr. Griffin said Telemerica has agreements pending with agencies as well as stations for packaged auditions. For the present live shows are not being considered.

CAB Appointees

A LONG RANGE PLANNING committee has been appointed by Canadian Association of Broadcasters, following recent meeting of CAB directors at Toronto. Members of the planning committee, currently at work on the Parliamentary Radio Broadcasting Committee, Ottawa, consists of:  
- Harry Sedgwick, CFBB Toronto;  
- Col. Keith Rogers, CFPC Halifax;  
- George Chandler, CHLC Vancouver;  
- A. Gauthier, CHLT Sherbrooke;  
- Jack Cooke, CKEG Toronto;  
- Guy Herbert, All-Canada Radio Co., St. John's;  
- Ben Wells, CHML Hamilton;  
- Cliff Sifton, CKRC Winnipeg;  
- CKCM and CKRM Regina.

ANIEL C. PARK, former member of staff of KWW Philadelphia, has been named general sales manager of Tobacco Network in North Carolina. He succeeds PHILLIP WHITTEM, deceased (BROADCASTING, March 31).  
H. G. WELLS, former San Francisco manager of Homer Griffin Co., station representative, has been appointed commercial manager of KOLO Reno, Nev.  
CLIFF ENGLE, recently appointed manager of Radio Central, San Francisco recording studios, in addition to present duties, has been named to succeed Mr. Wells as San Francisco manager of Griffith Co.  
WILLIAM RAZLEY, new to radio, has joined KECA Hollywood, as account executive.

DAVE WILLIAMSON, formerly of Homer Griffin Co., Los Angeles, has joined ABC Hollywood controllers office. He was associated with commercial department of WHAI Greenfield, Mass., has joined WSBF Atlanta.

PATRICK J. GILMORE, formerly with WFMJ Steubenville, while, has been appointed director of national sales for WABJ since.

NOEL McKEN, formerly with WAAB Worcester, Mass., has been joined sales staff of WTAG that city.

FRANK DRISCOLL, formerly of Montecello, Iowa, has joined KGVO that city, as account executive.

RALPH J. HOLLARS, salesman at WWNC Asheville, N. C., has been elected president of the Asheville Artist Guild.

CAB Appointees

More than 200,000 Southern Californians will hold the own "Local" radio station for the first time.
**MARYLAND'S GOVERNOR,** Preston Lane (l), introduced Ian Ross MacFarlane (center) on opening broadcast of Mr. MacFarlane's one-hour show on WANN, new 1-kw daytime station on 1190 kc at Annapolis, Md., April 21. WANN's program director, Don Williams (r), was on hand for ceremonies. Show is presented 12 noon-1 p.m., Mon-Fri. It opens with 16 minutes of news interpretation by Mr. MacFarlane, formerly news commentator for WTH Baltimore and MBS. Mr. MacFarlane then presents guests. A country editor visits show weekly.

**CBS 11-11:30 P.M. NEWS SCHEDULE IS CHANGED**

CBS 11-11:30 p.m. evening news schedule has been revised, with the first 15 minutes devoted to news and analysis and the latter to features and overseas pick-ups.

The Monday-Friday, 11-11:10 p.m. period featuring Charles Colinwood and the News remains unchanged as does the Saturday and Sunday, Ned Calmer and the News program.

The 11:10-11:15 p.m. period, formerly presenting CBS News Features will now broadcast News Analysis With Winston Burdett, and on Saturday and Sunday, News Analysis With Quincy Howe. This period is heard on the network with the exception of WCBS New York, which carries George Bryan with News of New York and Its Neighbors.

The 11:15-11:25 p.m. period formerly occupied by a news analysis by Joseph C. Harsch, will now carry Feature Story, by CBS correspondents overseas on Monday, Tuesday and Wednesday, and on Thursday, Report From the Far East with Bill Costello, chief of CBS Far Eastern news bureau; Friday, Report on the White House, with CBS Newman John Adams; Saturday, Report From Overseas, with various CBS correspondents; Sunday, 11:15-11:30 p.m., Report From the UN, with Larry Lesueur. Monday through Saturday, 11:25-11:30 p.m. period continues CBS Features.

The CBS 11-11:15 p.m. news period is sponsored cooperatively.

**IT & T Had Ten Million Dollar Net Loss in 1946**

INTERNATIONAL TELEPHONE & TELEGRAPH Corp. suffered a net loss of $10,050,907 in 1946, after providing a $5,000,000 special reserve to cover estimated losses on some Federal Telephone & Radio Corp. uncompleted sales contracts, according to the annual report issued last week by IT & T President Sosthenes Behn.

With a net income of $8,151,937 in 1945, the report explains, the 1946 loss was due to losses in the operations and conversion expenses of Federal Telephone & Radio Corp., its manufacturing subsidiary.

Net income of the parent company only in 1946 amounted to $4,462,530 as compared to $1,765,303 in 1945. Net sales dropped from $92,249,255 in 1945 to $16,069,684 in 1946.

**HIDDEN TALENT**

Maid at WFM Marietta, Ga. - Sells Three Accounts

UNIQUE sales promotion drive has been concluded at WFM Marietta, Ga., and when results were tabulated it was found that even the station's domestic, Hattie Scott, had brought in three accounts.

All members of WFM's staff except general manager Albert L. Jones and salesmen canvassed Marietta for new business. At week's end, WFM's engineer and program director were leading the sales derby. Campaign netted more than $2,200 in new accounts.

**'Opinion-Aire' Poll Issues A Man-Sized Broadside**

OUTSIZE brochure comprising 16 12"x18" pages has been issued by Opinion-Aire, radio public opinion poll, to explain what the survey is and how it works.

According to the prospectus, Opinion-Aire asks its questions during the course of regular broadcasts. The audience is instructed in the method of replying by telephone and results are broadcast as received.

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**Two Programs to Replace 'Supper Club' for Summer**

THE summer replacement for the Chesterfield Supper Club, currently starring Perry Como and Jo Stafford five times weekly 7-7:15 p.m. on NBC, effective June 9 until Sept. 15 will be Tex Benecke and the Glenn Miller band, Monday, Wednesday and Friday, originating in New York, and Frankie Carle Tuesdays and Thursdays originating from Hollywood.

Jo Stafford reportedly may return to the show in the fall but Perry Como's status is still undecided because of his property contract with CBS. Mr. Como has received a waiver from CBS in the past season to appear on the Club on NBC. However, it was said he may be recalled to CBS this fall for another program. Liggett-Myers Tobacco Co. is the sponsor of the Club. Agency is Newell-Emmett Co., New York.

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**MARYLAND'S GOVERNOR,** Preston Lane (l), introduced Ian Ross MacFarlane (center) on opening broadcast of Mr. MacFarlane's one-hour show on WANN, new 1-kw daytime station on 1190 kc at Annapolis, Md., April 21. WANN's program director, Don Williams (r), was on hand for ceremonies. Show is presented 12 noon-1 p.m., Mon-Fri. It opens with 16 minutes of news interpretation by Mr. MacFarlane, formerly news commentator for WTH Baltimore and MBS. Mr. MacFarlane then presents guests. A country editor visits show weekly.

**CBS 11-11:30 P.M. NEWS SCHEDULE IS CHANGED**

CBS 11-11:30 p.m. evening news schedule has been revised, with the first 15 minutes devoted to news and analysis and the latter to features and overseas pick-ups.

The Monday-Friday, 11-11:10 p.m. period featuring Charles Colinwood and the News remains unchanged as does the Saturday and Sunday, Ned Calmer and the News program.

The 11:10-11:15 p.m. period, formerly presenting CBS News Features will now broadcast News Analysis With Winston Burdett, and on Saturday and Sunday, News Analysis With Quincy Howe. This period is heard on the network with the exception of WCBS New York, which carries George Bryan with News of New York and Its Neighbors.

The 11:15-11:25 p.m. period formerly occupied by a news analysis by Joseph C. Harsch, will now carry Feature Story, by CBS correspondents overseas on Monday, Tuesday and Wednesday, and on Thursday, Report From the Far East with Bill Costello, chief of CBS Far Eastern news bureau; Friday, Report on the White House, with CBS Newman John Adams; Saturday, Report From Overseas, with various CBS correspondents; Sunday, 11:15-11:30 p.m., Report From the UN, with Larry Lesueur. Monday through Saturday, 11:25-11:30 p.m. period continues CBS Features.

The CBS 11-11:15 p.m. news period is sponsored cooperatively.

**IT & T Had Ten Million Dollar Net Loss in 1946**

INTERNATIONAL TELEPHONE & TELEGRAPH Corp. suffered a net loss of $10,050,907 in 1946, after providing a $5,000,000 special reserve to cover estimated losses on some Federal Telephone & Radio Corp. uncompleted sales contracts, according to the annual report issued last week by IT & T President Sosthenes Behn.

With a net income of $8,151,937 in 1945, the report explains, the 1946 loss was due to losses in the operations and conversion expenses of Federal Telephone & Radio Corp., its manufacturing subsidiary.

Net income of the parent company only in 1946 amounted to $4,462,530 as compared to $1,765,303 in 1945. Net sales dropped from $92,249,255 in 1945 to $16,069,684 in 1946.

**HIDDEN TALENT**

Maid at WFM Marietta, Ga. - Sells Three Accounts

UNIQUE sales promotion drive has been concluded at WFM Marietta, Ga., and when results were tabulated it was found that even the station's domestic, Hattie Scott, had brought in three accounts.

All members of WFM's staff except general manager Albert L. Jones and salesmen canvassed Marietta for new business. At week's end, WFM's engineer and program director were leading the sales derby. Campaign netted more than $2,200 in new accounts.

**'Opinion-Aire' Poll Issues A Man-Sized Broadside**

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COMBINATION of recorded light concert and serious music played by world's great orchestras is presented in a new series "Afternoon Concert," on WNIR Cleveland. Sponsored by East Ohio Gas Co., program is aired Mon.-Fri. 3:30 p.m. New series is outgrowth of demand by listeners for concert music during daytime hours. To help promote start of "Afternoon Concert" station has mailed out information forms in addition to 5,000 bookmarks being distributed through public library system.

To Air Eclipse

AMERICAN radio audience will receive an in the spot description from Brazil of son's eclipse on May 20 in series of broadcasts over NBC. The report, which will be heard before and during the eclipse, will be handled by Ben Grauer, NBC's special events reporter, who will work with National Geographic Society-U. S. Army Air Forces expedition May 10. In addition network plans to transmit films of event on its television facilities within 48 hours of time they are taken.

Displaced Persons

MORE than 125 stations throughout the country will carry 15-minute transmitted dramatized broadcast prepared and distributed by Citizens Committee on Displaced Persons, beginning May 7 for next four months. Titled "Thy Brother's," program is designed to present American public in dramatic broadcast form with facts and figures of Committee has announced that it is prepared to have these programs be broadcast in near future.

Vacation Briefs

CONTRASTING views of which families throughout the world spend their vacations will be recorded on behalf of 18 countries in a new weekly series "Our Summer Holiday" on CBS Toronto and Trans-Canada network. Quarter-hour program will be aired Wednesday evenings taking summer months.

"Topic Digest"

JOURNALISTIC digest titled "Topic Digest" will begin April 27 over WBWA Chicago. Heard Sun. 10-10.30 p.m. (CET), show features John Barden, coordinator of Great Books Community programs in various cities and president of Readers' Reports Inc., in digest of current opinion. Program is based on analysis of works of national newspaper columnists together with perspectives of the journalists.

Inside Stories

INTIMATE talks from every-day life are featured on new series titled "Inside Stories" scheduled to begin May 7 on WBBM Chicago. Aired Mon.-Fri. 6:15-6:35 p.m. (CET), show presents unique incidents which are reaching newspapers and magazines by "Jack Brickhouse, writer and sportsman, in talks with Willard Price of New York."

Safety Series

MATERIAL gathered from actual traffic accidents is presented on "Death of the Highway," a new series started on WGN Fort Wayne. Ind. Show is aired Mon., Wed., Fri. 7 p.m. and features William J. Davis, film critic and writer. Program is an account of high accident and fatality rate in Fort Wayne area and it is sponsored by ABC Brew- ing Co., Chicago.

"Fishing Time"

LATEST marine and weather forecasts, notices of drifted or extinguished buoys, and markers, and tide table for following day are presented on daily "Fishing Time" program, over KINY Juneau, Alaka. Sponsored by Union Fish Co., San Francisco, program also carries announcements of fish prices, noteworthy catches and stories of interest to fishermen, augmented with musical selections. "Fishing Time" is aired on KINY daily at 8:15 p.m. (PST).

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Youth Forum

SOMETHING different in the way of your forum has been started by WFGP Atlantic City, N. J. Originat- ing local YMCA program, calls for two groups of young people: one of high school age and one of young adult group. Subject of forum is announced a week in advance and is discussed by group in studio A. Other group in studio B brainstorms on this discussion, but go on with their own original discussion of subject when first group has finished. Thus giving youth group opinions from completely unprejudiced viewpoint.

Tales For Tots

WTTM'S "Story Lady Time" Enters Second Year

STRIKINGLY for small-fry is "Story Lady Time" on WTTM in Minneapolis, the subject of a broadcast issued by WTTM as the show entered its second year under the sponsorship of the Carnation Dairy Co., a division of Berden's. Program has the sanction of the U. S. Office of Education, the State Commission of Education and the Secretary for Education in the Parochial Schools. According to Miss Maxwell, "Story Lady Time" has become the favorite program of the children, including those of historical, historical and imaginative narrations.

Miss Maxwell relates stories adapted from books and magazines for children, including the historical, historical and imaginative narratives.

Back to Normal

WCKY Cincinnati has returned to its pre-strike [Broadcasting, April 17] 19-hour weekday schedule, according to a statement by the station. Supervisor's employees who had been working overtime since the engineer-announcer walkout have resumed their usual working hours, with operational problems reportedly reduced to a minimum.

UN'S Radio Coverage Is Further Extended

EXTENSIVE radio coverage of the UN General Assembly sessions began on April 28 when all four networks and many New York independent stations carried highlights of the meetings and the UN began shortwave broadcasts to foreign countries.

In addition to NBC, MBS, ABC, and CBS, WNYC WXQR WMCA WOR and WCBS New York, covered the sessions either directly from the UN or by transcribed programs broadcast later. News programs are broadcast daily by the UN shortwave division to the Pacific area in English, Chinese and Spanish from 3:45-4:45 a.m. Broadcasts to Europe and the Middle East are heard from 10:30 a.m. to 12 noon, including reviews of news dispatches, reports from foreign correspondents, reports by members of the delegations, and a Russian broadcast at the conclusion of the program.

Video Travelogs

GREEN ASSOCIATES, Chicago Radio and Television Co., has announced signing of exclusive contract with Burton Holmes, lecturer and travel expert, whereby latter's extensive library of film will be made available for television. According to present plans, library will be sold on service basis to one television station in each city, charges to be determined by station's coverage. Additional film will be supplied monthly to maintain a current and complete collection.
Tyrrell Krum

Lieutenant Commander U.S.N.R. {Retired}

"The Veterans' Adviser"

A coast-to-coast weekly discussion of veterans' rights, privileges and benefits

Originating from Washington each Saturday at 1:30 p.m., EST, the program is available to all NBC stations on a cooperative basis for broadcast at that time or for delayed broadcast.

Carried now by over 120 stations, "Veterans' Adviser" offers obvious sales advantages to advertisers in building the good-will of local servicemen and women.

Commander Krum was a Marine buck private in the First World War and was among the first group of Reservists to return to active duty back in 1940—eighteen months before Pearl Harbor.

Twenty-five years as a newspaperman and as Washington Army and Navy analyst for Newsweek have made him nationally recognized as a leading authority on veterans' rights and benefits.

"Ty" Krum was the first to present a nation-wide network radio program devoted entirely to definitive discussion of veterans' affairs. Since then, he has personally handled more than 350,000 requests for advice from war veterans and their families. He has aided more than 15,000 servicemen's widows to secure pension rights, assisted thousands of disabled veterans to obtain hospitalization and other GI rights, advised countless veterans on reinstating and converting their wartime government insurance to peacetime policies—to mention but a few highlights.

"Thanks to the NBC stations for the loyal support you've given my efforts during the past two years. And the best o' luck to all of you."

Veterans' Adviser NOW IN THE THIRD YEAR OF SERVICE
JAMES has been James van Stauffer, N. merrer KFI.

JACK DEVAINEY, formerly on staff of New York Herald Tribune, has joined Boyd Co., Los Angeles, as account executive.

WARREN ISHAM Adv., Long Beach, Calif., has moved to new offices in Heartwall Bldg.

MARJORIE VAN BRONKHOST, former head of her own New York fashion promotion organization, has joined Velma Cleveland Adv., Los Angeles, as publicity director.

JOE DOOLEY, former news editor of KFI Los Angeles, and more recently editor of Los Angeles (N.), has been appointed radio director of Kemmerer Inc.

ROBERT SVENSSON, general manager of Smith, Bull & McCerrey Adv., Hollywood, has on extensive survey tour of Latin-American countries for agency clients.

JAMES H. COLLIER, recently discharged from Royal Canadian Navy, has been appointed director and vice-president of Walsh Adv., Montreal.

JAMES G. KELLY, former account executive at Melvin E. Hall Adv., Buffalo, N.Y., and H. JACK MENGLE, formerly with Borden & Bros., Buffalo, in similar capacity have opened their own agency, Kelly-Mengle, Inc., at 350 Delaware Ave., that city.

AGENCY, Inc., Pomona, Calif., has opened Los Angeles offices at 1509 Wilshire Blvd. Telephone: Drexel 5541.

M. T. GORTON, former sales promotion manager of Kaiser-Frazer Corp., Willow Run, Mich., has been named manager of Detroit office of Swaney, Drake & Bement Inc.

JOHN MALONE Jr., formerly with Geyer, Newell & Ganger and J. Walter Thompson Co., both of New York, has returned to New York from Pacific Coast to join executive staff of Roy B. Durstine Inc.

HERB BRACKEN, former partner of Davis & Beaven Adv., Los Angeles, has joined Brachers, Van Norden & Staff, that city, as account executive.

GOSS BROS. SALES & ADV., has opened offices at 438 NE Sandy Blvd., Portland, and J. D. Goss heads firm. ROBERT VAUGHAN, recently Army discharged, is a production manager.


RUDOLPH MONTGOMERY, with Buchanan & Co., New York, has been elected vice president of agency and appointed to board of directors.

CHARLIE ANDREWS, freelance radio scriptwriter, has joined Needham, Louis & Brorby, Chicago, as radio commercial writer.

GERALD H. CARSON, former vice president and director of copy at Benton & Bowles, New York, has joined Kenyon & Eckhard, New York, in same capacity.

JOHN SCHNEIDER, former copy supervisor of Lennenn & Mitchell, New York, also has joined Kenyon & Eckhard, in same capacity.

WALTER T. HEDDLE, AAF veteran, and prior to war with Walgreen Drug Co. Stores, has joined M. A. L. Assoc., Los Angeles, as account executive.

ED MUNGER, former manager of Advertisers Production Service, Los Angeles, has joined M. A. L. Assoc., that city, as production manager.

SAM GOFREDY, former copy chief of Kenyon Co., Los Angeles, has joined Harrington, Whitney & Hurst, that city, in similar capacity.

PAUL A. DANIELSON Jr., formerly with Kenyon Research Corp., subsidiary of Kenyon & Eckhard, New York, has joined Paris & Pearl, New York, as research director.

ROBERT W. ORR & Assoc., New York, has opened California office (BROADCASTING, March 21) at 861 Sunset Blvd., Beverly Hills.

RICHARD MAIER, former account executive at Blow Co., New York, will join McCann-Erickson, New York, as account executive on Revion Products account.

JAMES D. NORTH, who has been with General Foods Co., for 16 years, serving most recently as head of public relations, has joined Paris & Pearl, New York, as research director.

Mr. North

EDITH CRAIG, former faculty member of Waldorf Astoria School, New York, has joined Fuller & Smith & Ross, that city, as proficiency expert, heading new training program being started by agency.


RAY MCCLINTON, vice president in charge of radio for W. W. Beardsley & Co., New York, is in Hollywood for two weeks confering with Jimmy Durante relative to latter's tell program for Retail.

PHILLIP J. DEODORO, formerly with advertising department of Orance Co., that city, as account executive, has joined American Adv., new Chicago firm, as associate and assistant account executive.

Kester Reorganization

FOLLOWING recent death of William T. Kester Jr., head of firm, William Kester & Co., Hollywood agency, has been reorganized. William T. Kester Sr. has joined firm as chairman of the board, with his son, Marshall Kester, formerly at Hol Roach Studios Inc., elected president. George H. Stebbins, formerly radio director, has been made vice president in charge of radio.

W. W. HEDDLE, account executive, has been made vice president in charge of accounts.

George Randall, formerly account executive of Poole, Cone & Belding, has joined agency in similar capacity and in addition has been elected a vice president. Eugene Powers, account executive, has resigned.

LINNEA NELSON PRAISES BMB STATION REPORTS

FOLLOWING the release of BMB station audience measurement figures there is a new confidence being developed in the use of radio statistics," Linnea Nelson, head timebuyer of J. Walter Thompson Co., Los Angeles, BMB president. "Since the BMB area report and station audience reprints arrived not a day has gone by that these haven't been used by one or more of our buyers—not only for the analysis of recommendations for new purchases but also for confirmation and possible realignment of new operations to other reported stations.

Another use that has been made of BMB data at J. Walter Thompson, Miss Nelson pointed out, is for bringing 1940 census figures up to date. Formerly, she wrote, 1940 census figures on both occupied dwellings and radio homes were used, producing radio figures that "do not look too well when lined up against later publication circulation figures," yet the only way it could be handled since revising the radio homes figures to the present total would show in some areas more radio homes than the 1940 census figures on occupied dwellings.

"Our media research division is now working very busy preparing material for complete new market breakdown on the basis of the total occupied dwellings as published by BMB, which figures we will undoubtedly use until new census figures are prepared," she wrote.

Borden Names K & E

THE BORDEN CO., New York, has appointed Kenyon & Eckhard, New York, to handle its entire radio budget. K & E has been in charge of the County Fair Simms show for Borden, but as of June 20 also will take over the Ginny Simms show with a 13-week summer replacement entitled Arthur's Place 9-9:30 p.m., Fri., on CBS. The latter show is a new comedy program featuring Arthur Moore. Borden Co. was formerly a Young & Rubicon, New York account.
YMCA Announces Winner Of Radio Script Contest

WINNER of the $500 first prize in the second annual YMCA radio script award was Joe E. Grenzbeback, of New York, freelance radio writer and a Purple Heart veteran of the European invasion. A special prize of $150 was awarded to Stanley Field, War Department radio script writer, for a radio play entitled Together We Line. Cited for honorable mention were Ethel Greenfield, Bakersfield, Calif.; Peggy Mann, New York; Martin Seifert, Brooklyn; Harry Harrod, Vancouver, B.C.; Helen Winston, Winnipeg, Man.; Len Finger, New York, and John Michael Schram, New York.

Mr. Grenzbeback began his radio writing career about 18 months ago. His prize-winning script is entitled Listen, Citizen. Judges of the 1947 contest were Helen Sioussat, director of Radio Talks Department, CBS; Samuel Moore, president of the Radio Writers Guild; Frank Rapp, producer-director at NBC; Robert Saudek, Director of Public Service, ABC, and Harper Sibley, chairman, International Committee of YMCA's.

Record Exchange

AN EXCHANGE record arrangement has been started by Walter Kay, announcer of WJW Cleveland, who is introducing the British-band versions of top tunes to WJW listeners. The first broadcast on Midnight Follies presented one hour of imported Decca records from Britain. Mr. Kay is also trying to get British record m.e.'s comments on their own music.

KULA Debut May 14

KULA, new 10-kw Honolulu ABC affiliate, opens May 14, on 690 kc. Harold T. Kay is president of the station, with Frank V. Webb Jr., general manager. Homer Johnson is chief engineer. Twenty-eight staff members have been named.

THE BRANHAM COMPANY

May 5, 1947 • Page 59
WHBY TEEN TIME
Bobby-Soxer Show Aired
From Sponsor's Store

DAILY Teen - Agers show of WHBY Appleton, Wis., is broadcast directly from the H. C. Prange Dept. Store, sponsors of the program.

Aimed exclusively at youngsters of high school age the show features news of interest to teenagers, popular recordings, quizzes and interviews with students. Record albums and theatre passes are awarded as prizes. The recordings are broadcast from the WHBY studios but the rest of the show is handled locally.

Smith Appointments

A. CARLON SMITH Inc., Los Angeles, in an expansion of its operations, has appointed A. L. Sage director of media, with T. V. Smith heading production and Phil F. Franklin research and service. New accounts recently acquired by the agency include: Clayton Mfg. Co., El Monte, Calif. (Kerrick Kleaners; Clayton Steam Generators, chassis and engine dynamometers); Nutimate Co., South Pasadena, Calif. (hydraulic motors and compressors); J. W. Jean Laboratories, Pasadena (household cleaners); Chadkin Sales Inc., Beverly Hills, Calif. (national manufacturers sales agency).

IT TAKES 5000 WATTS TO COVER THIS TRI-STATE AREA, AND WSAZ HAS THEM

Asi-Kelvinator Corp., Detroit (range, home freezers and refrigerators); May 7 starts video series, "In the Kelvinator Kitchen," on NBC television network comprising WBBF New York, WPTZ Philadelphia, WRGB Schenectady and WTVG Washington. Show will be aired Wed. 8:30-9 p.m. Agency: Grey, Newell & Ganger, New York.

Charles Luckman, president of Lever Bros. Co., Cambridge, Mass., was inducted into Shosos Indian tribe during his visit to Tulsa, Okla., April 10-17.

Associated Grovers of Colorado Inc. has started sponsorship of 30-minute weekly "Circle A" Time program, with western radio star Shorty Thompson, on KOA Denver, KGOM Medford, and KYOR Colorado Springs. Agency: Curt Freiberg & Co., Denver.

General Mills Inc., Minneapolis, has published first issue of new stockholders' magazine. General Mills Retails, publication will be distributed to stockholders three times yearly, for purpose of establishing closer relations between company and owners.

Conneant Lake Park and Hotel Conneant, Pittsburgh, have appointed F. Asnat Adv. Inc., that city. To handle advertising, Radio will be used.

Rochis Shoe Co., Oakland, Calif., has appointed Ad. Fried. Adv. Inc., that city. To handle advertising, Radio will continue to be used.

Weiherberg Diamond Co., New York, has appointed R. K. Reitz Inc., that city. To handle advertising, Spot announcements will be used.

Bulova watch Co., New York, will sponsor video time daily telecasts on WNTN New York, preceding and following Sunday afternoon telecasts of baseball games of other special events. Company already has similar contract for Saturday afternoon time signals. Agency: Bulova. New York.

J. W. (Josh) Hogue, former advertising and sales promotion manager of the Kids' Men of the West, appointed sales manager of Federal Stores, San Francisco.

Trianon Ballroom, Southgate, Calif. (dancing, restaurant), has appointed Arthur W. Stowe Adv., Los Angeles, to handle advertising. Concentrated spot announcement campaign will be used.

Kerr Glass Mfg. Co., Los Angeles (mason jars, caps, lids), in seasonal promotion, is running spot announcements in programs on WABC WBDO WDNB WNNK WNYK WDKM KGW KCO. In addition spot announcements and telecasts are being used on WMPM KFKR Kerr. Contracts are for 13 weeks. Agency: Dan H. Miner Co., Los Angeles.

Trans International Pictures, New York, to handle national advertising. Spot announcements will be used.

Scholl Mfg. Co., Toronto (Scholl products), has started spot announcements on number of Canadian stations, Agency: N. H. Hayhurst Co., Toronto.

Menasco Mfg. Co., Burbank, Calif. (portable washing machine), has appointed Harrington, Whitney & Burst, Los Angeles, to handle national advertising. Radio is being considered.

Hollywood by the Sea, Port Huron, Mich. (beach resort), has appointed Pender-Miller-Elberb Adv. Inc., that city, to handle regional advertising. Radio will be used.

Anchor-Hocking Glass Corp., Lancaster, Ohio, sponsor of "Crime Photographer," on CBS, plans series of special promotions on the following stations: May 9, "Anchor-Hocking" one-year oil-base non-soap bottle for beer and ale; new "Sundust" line of detergent and "Sundust" laundry appliances, etc., will be advertised on program which is heard Thurs. 9-11:30 p.m. Agency: William H. Weintraub & Co., New York.

Golden Grain Macaroni Co., San Francisco, has started new campaign in western states with radio being used in specially selected areas. Agency: Kelsey Norman Adv., San Francisco.

Quean Anne Candy Co., Hammond, Ind., has appointed Hill & Blackett & Co., Chicago, to handle national advertising. Radio will be used.

Elgin National Watch Co., Elgin, Ill., has extended its contract for two Sunday evening video time signals weekly on WABC-TV New York, to run through June 29. In addition, Elgin also sponsors spot preceding and following station's Saturday and Sunday baseball telecasts. Agency: J. Walter Thompson Co., Chicago.


Film rights to off-repeeted "Sorry, Wrong Number" on CBS "Suspense" series, has been acquired by Hal Weintraub Productions, for Paramount Pictures release. Lucille Fletcher, author of the radio drama will script screenplay.

Lever Bros. Co. executives discuss launching of new soapless detergent, Breeze, which is being offered in Middle West prior to national distribution. L to R: Walter W. McKe, vice president in charge of sales; John R. Gilman, vice president in charge of advertising; Charles Lucman, president.

Programs on 13 Stations Dropped by Barbasol Co.

THE BARBASOL Co., Indianapolis, on May 2 dropped 13 of its hour-long recorded musical programs on independent stations. The reason for the cancellation, according to H. B. Weasly, vice-president, is that the company plans to place the advertising budget to start a campaign for a new product in magazines and newspapers and eventually in radio.

Barbasol will continue to sponsor its "Man's Matinée, 12-1 a.m., six times weekly on WNEW New York, it has dropped its programs on the following stations: WEWI WCCO WMBC KPO KDKA WTOP WBT WWJ WHOT.

Brown & Haler Co., Tacoma (Almond Boteca Candy), May 9 reviews for their series on the following stations: THE KING'S Men on 7 NBC Pacific stations, Fri. 8-8:15 p.m. (FST). Agency: Monig-Cooper Co., Seattle.

Noxizema Chemical Co., Baltimore, Md., Oct. 8 switches "The Mayor of the Town" from CBS, 8-9 p.m., to ABC, 8-9 p.m., to ABC, 9-10 p.m. Agency: Sullivan, Staushe, Colwell & Bayles, New York.

NOW 5000 WATTS

It doesn't take magic to get results from the magic valley

KTPW

TWIN FALLS, IDAHO

WED & CO., Representatives

Broadcasting & Telecasting
LONDON LETTER—By William Pingrey

Wrist Slapped But No Bribery Charges Placed in BBC Probe

The long-awaited investigation into charges of bribery of BBC staff members has been made public, and the consensus was that the broadcasting monopoly escaped lightly.

Sir Valentine Holmes, who made the three months' probe at the request of the BBC, stated that the charges had been made without the knowledge of the已經, and there is no solid foundation for any charge of bribery, corruption or partiality against members of the station.

He stated that the BBC's program manager will accelerate plans to set up a relay station for television at Birmingham, London. It is the only city now serviced.

Progress of French television, which could compete with the BBC, has spurred activity here, the Chronicle said.

AFRA Antics
CHICAGO local of American Federation of Radio Artists is planning two-and-half hour variety show as part of its annual AFRA Antics to be staged Sunday evening May 11 in the Medinah Temple, Chicago. Garry Moore will be master of ceremonies of a cast which includes Don McLellan and Jack Owings of the ABC Breakfast Club; "Two-Too" Baker, Marion Claire of WON Chicago, and others.

SPECTATORS and players who attended the Masters Tournament in Augusta, Ga., are still talking about the "Bill Stern "Jeep" that almost stole the spotlight away from the nation's top golfers. And the chances are better than even that Edgar Teasley, manager of WTNT Augusta, will never forget said jeep.

Mr. Teasley paid $1400 for the jeep after Bill Stern had wired a request for such a vehicle from which to broadcast his stroke-by-stroke account of the Masters Tournament over NBC. Jeep was duly delivered and emblazoned with "NBC-WTNT, Bill Stern" and other suitable inscriptions.

After play began the tournament committee decided the "Bill Stern Jeep" was attracting too much attention and grounded it at the 18th hole. After brooding for awhile about his $1400 white elephant, Mr. Teasley had an inspiration. He had the jeep painted a bright yellow and now it's serving as the WTNT remote car.

WCHS Charleston, W. Va., has been commended by West Virginia State Education Assn. for its series of programs in February dealing with education and its relationship to general business conditions. The Association gives the station much of the credit for salary increases for teachers voted by State Legislature.

Tell Grandpa—Tell Junior—Tell the Folks Next Door

Martin Block is Coming to KFWB

Broadcasting • Telescasting
In The Public Interest

Bids for Cancer Fund

TO AID in the collecting of funds for the American Cancer Society, Chief Announcer Harry Osborne and Lou Weinman, recent c. of WNAB Bridgeport, Conn., April 26 devoted their morning and afternoon show to forwarding the drive. Mr. Osborne started at 9 a.m. and announced the tides of several "gruesome" selections that he was going to play unless the listeners would "bid" the numbers off the air. As soon as he received the bid, he played the number requested by the highest bidder and messengers were dispatched to collect the money pledged. Mr. Weinman followed the same procedure on his afternoon show. Persons making the highest bids during the day were awarded special prizes. At the close of the afternoon record show, $830 had been collected for the Cancer drive.

Silver Lining

PROMPTED by a listener's story of a five year old girl whose frozen feet had been amputated, WBET Brockton, Mass. threw its full support behind a "Silver Lining" fund campaign to furnish money for artificial limbs for the child. Ken Dalton, WBET newsaster, told the story to his listeners and appealed for money. "Send dimes, quarters, half-dollars or dollars . . . ." he pleaded. Listeners responded immediately, and at the last report, more than $6,000 had been deposited in a trust fund which will be used for artificial limbs, which must be changed about every two years, and for medical care for the crippled child.

VICTIMS OF FIRE

FARM HOUSE near DuBois, Pa., was recently destroyed by fire and 5 of the 10 occupants were fatally burned, including the mother and father and three children. Three children escaped without injury and two were seriously burned, one of whom needed plastic surgery. WCED DuBois made appeals on the air for funds to aid the children. In a brief time more than $8,000 was collected for the children as a result of the WCED appeal.

GHOSTS RESULTS

PLEA for blood donors made only one time on a newscast on KROW Oakland, Calif., resulted in so many volunteers that within an hour after the broadcast, the station received word that the hospital laboratory was turning away donors who had responded to the plea. The Red Cross called on KROW for assistance when a special type of blood was needed to save the life of a new-born child. After the resulting flood of volunteers from the KROW broadcast, the Red Cross cancelled the request in all other sources.

LOW PRICED FM radio set made by Airadio, Inc. sells at single unit price of $39.00, FOR Stanford, Conn. According to manufacturer sets will receive signals at any frequency in 88-108 mc. band with clean reception of signals separated by only one channel. Model illustrated has stained wood cabinet.

Microwave Equipment

THE FIRST microwave radio communications equipment has been obtained from Raytheon Mfg. Co., New York, by Compania Radiogrdafica Internacional de Costa Rica, an affiliate of the Tropical Radio Telegraph Co., to be installed in Central America. Laurence K. Marshall, president of Raytheon, and R. V. Howley, president of Tropical Radio, announced the transaction. The microwave circuit is being established between San Jose and Las Pavas. A new transmitting station is being built at Las Pavas, about five miles from San Jose.

Heads New Firm

J. M. GLEASON, Chicago manager of Wright-Sonovox, is president of a new recording firm, Jackalee Records Inc., which last week released its first album, "Chug-Chug, the Talking Engine." Mr. Gleason said he had obtained permission from Wright-Sonovox for a series of children's albums which will use Sonovox to give inanimate objects voices. Other officers of Jackalee Records are Leslie J. Walker, producer-director of Wright-Sonovox, vice president, and Gus Hagnah, of Standard Radio, secretary.

Westinghouse Peak

WESTINGHOUSE Electric Corp.'s sales in the first quarter of 1947 ending March 31 set a peacetime record of $1,105,217,973, according to an annual report. The $642,090,960 record for the comparable period of 1946 was $128,772,896, Mr. Price said.

KDKA-FM Building

GROUND-BREAKING ceremonies for new transmitter tower of KDKA-FM Pittsburgh were held April 24 on hilltop overlooking U. of Pittsburgh campus. When completed in late August, new 500-foot steel Blaw-Knox tower will be highest point in Pittsburgh area.
**NBC DRAMATIC serial, One Man's Family, winner of 23 national awards, celebrated 15th anniversary April 29. Claiming an estimated audience of 5,000,000 listeners in the U. S. through 144 stations, program is heard Sun. 2:30-3 p.m. . . . Commericating 25 years of service, KFI Los Angeles April 16 presented an hour-long show, 9000 Days. Prominent screen and radio personalities, as well as transcribed messages from public dignitaries were heard.

Eddie Dunn, m. of audience participation show So This Is Love on WOR New York and announcer on NBC's Jack Barch Show, is completing his 20th year in radio. . . . Big birthday party was scheduled May 1 at KXWT Waco, Tex., marking one year on the air for the 250-w Mutual affiliate. . . . Rogers Jewelry, Denver, has begun its eighth consecutive year of sponsorship of newscasts over KLZ Denver. . . . A gala variety show April 17 over KPO San Francisco brought to the air radio stars of yesterday and today in commemoration of that NBC affiliate's 25th anniversary.

"Happy" Jack Turner, pianist-singer of KOA Denver, celebrated early this month his 25th year on the air. . . . ABC's Professor Quiz currently sponsored by American Oil Co. marked 10 years of sponsored broadcasting April 5. During the decade, the Professor, Dr. Craig Ewul, has interviewed more than 25,000 contestants and distributed $150,000 in prize money. . . . "Happy" Herb Lewis, enter- tainer for WBZ-WBZA Boston-Springfield, April 12 celebrated his 20th anniversary in radio.

WSUP Toledo, Ohio, observed its 26th birthday April 15th . . . April 27 marked 13th year of continuous weekly dramatizations by The Ava Maria Hour, transcribed Catholic drama program, aired by more than 175 stations throughout the U. S. and abroad.

WOF New York celebrated its 20th anniversary in the Italian language field April 19 with a large birthday party. . . . A highlight in celebration of fifth anniversary of Your Esso Reporter broadcasts over WGAN Portland, Ore., was an Esso news broadcast direct from window of a radio store, and a special broadcast immediately following WGAN's 6 p. m. Esso news . . . WOG Omaha, Neb., begins its 25th year of service last month . . . Ernest N. George Co., Los Angeles agency, celebrated April 3 first anniversary of firm's operations.

**WFNS-FM Takes Air**

WFNS-FM Burlington, N. C. went on the air April 23 with a 7-hour daily schedule. Broadcasting with 1 kw, station at present is using temporary antenna and Westinghouse transmitter. During the day all programs of WFNS-FM are broadcast and at night WFNS-FM broadcasts play-bye-play accounts of games of Burlington Bees at home and on road. Station is licensed to Burlington - Graham Broadcasting Co.

**Requests FM**

MIDCONTINENT Broadcasting Co., licensee of KELO Sioux Falls, S. D., has filed application with FCC for a new outlet on channel 262, 100.3 mc, it has been announced by Sam Pantle Jr., Mid- continent president. FM power of 10 kw is requested. Antenna height above average terrain would be 361 feet. KELO has pending application for switch from 250 w on 1230 kc to 5 kw on 1520 kc.

**CHSJ to 5 kw**

TEN-PAGE supplement to the Telegraph-Journal and the Evening Times-Globe for April 21 heralds the increase of CHSJ Saint John, N. B., from 1 kw to 5 kw on 1150 kc. A basic station of Trans-Canada Network of CBC, CHSJ is owned by New Brunswick Broad- casting Co., Ltd., and is associated with the Telegraph-Journal and the Evening Times-Globe.

**To Receive Awards**

STAFF announces Pahe Flynn and Bob Cunningham, and WBMM Chicago, have been selected for special recognition and awards to be given by Loyola U. May 23. Citations are being awarded to the station and two announcers for outstanding contributions in promoting better race relations in the city of Chicago through the medium of interracial broadcasts. Leslie Atrois, vice president in charge of CBS Central Division, will present the citations on behalf of the station.
Newspaper Cites Parallels in Advising Listeners Why AM Sets Can’t Get FM

(Editor’s Note: FM as a name for a new type of radio broadcasting has become sufficiently familiar to the listener. But to the average layman, there still exists a bit of confusion as to its mechanics. Typical was in Salisbury, N. C., where WSTP began its operation of an FM outlet, WSTP-FM. Immediately, the station and its local Post were deluged with calls from listeners asking inability to pick up FM broadcasts on their present AM receivers. In answer, the newspaper ran the following editorial.)

(F)requently (M)isunderstood

Speaking of the difficulty of getting people to understand, the Post is told that radio station WSTP is still getting numerous complaints from radio listeners, who cannot tune in on the station’s recently inaugurated FM broadcasting. For that matter, the newspaper too, is still getting them. Every reasonable effort has been made to inform the public about FM, and about WSTP’s new off-spring WSTP-FM.

In case you are still among those who are confused about the situation, let’s put it this way: You have a washing machine, a vacuum cleaner, a can opener, a shovel; if you want to get a shovel, you can open the can and get the shovel; you can get a shovel; you are really wonderful—get yourself a FM radio receiver.

Hal Davis Named

KENYON & ECKHARDT, New York, has merged its radio publicity and its publicity departments into a single department with Hal Davis, former radio publicity director, named publicity director in charge. Bernice Burns, who was the agency publicity director, has resigned to freelance. Herb Landau, assistant radio publicity director, was appointed assistant director in charge of radio publicity. Rose Flynn, formerly associated with CBS and Benton & Bowles, New York, has joined K & E, as radio publicity writer. The functions of the new department will include radio, client and product publicity.

JACOB JOHNSTON, Jr., Philadelphia, has joined H. L. Harkins & Co., Philadelphia, as public relations director. Johnston will be responsible for public relations and sales promotion activities.

RADIO SAVES LIVES

New Jersey Official Praises Highway Safety Series

MOTOR VEHICLE accidents have been among the lowest for any corresponding months in New Jersey since the NBC radio recording 15-minute transmitted safety series, “Highways to Safety,” has been broadcast on all New Jersey stations, according to Arthur W. Magee, commissioner of motor vehicles of the State of New Jersey. The series was recorded for the New Jersey department of motor vehicles as part of an intensive safety education campaign being carried out in New Jersey. Each program of the series is broadcast weekly on all Jersey stations.

Praising the results of the series, Commissioner Magee said, “In the months following the initial broadcast... last November fatalities caused by motor vehicle accidents have been among the lowest for any corresponding months, and in fact traffic fatalities for the month of February represent the lowest February death toll in 14 years of accident statistics compilations. Radio undoubtedly has contributed materially to this splendid record.”

George Artemus Ward

GEORGE ARTEMUS WARD, veteran announcer at WNYY New York, died April 22 of a heart attack at his home in Holis, Long Island, Mr. Ward, who was 46, joined the station in 1938 and was one of its oldest staff members from the point of service. He will probably be remembered best for his Sunday morning poetry program, which he had broadcast more than 900 times. He was president of the Metropolitan Motion Picture Club, a group of amateur movie makers. He is survived by his wife and a daughter.

U. S. Veterans Administration has awarded Certificate of Appreciation to WCBS for “outstanding service to U. S. war veterans through medium of radio.”

TEXARKANA GOES “ALL OUT” for

KCMC

* Conant Preference Surveys made in April 1945 and in December 1946 show results below

**KCMC percentage of total listeners—**

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<tr>
<th>APRIL 1945</th>
<th>54.1%</th>
<th>DEC. 1946</th>
<th>54.4%</th>
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**SUMMARY OF CONLAN SURVEY**

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<td>Texarkana</td>
<td>63.8%</td>
<td>64.3%</td>
<td>54.3%</td>
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<tr>
<td>KCMC-ABC</td>
<td>63.8%</td>
<td>64.3%</td>
<td>54.3%</td>
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<td>Mutual Station</td>
<td>20.5%</td>
<td>21.4%</td>
<td>18.3%</td>
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<td>8.6%</td>
<td>20.3%</td>
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<tr>
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<td>Dallas- Ft. Worth</td>
<td>14.0%</td>
<td>4.3%</td>
<td>23.6%</td>
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<tr>
<td>NBC Station</td>
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<td>23.6%</td>
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<tr>
<td>All Other Stations</td>
<td>3.0%</td>
<td>1.0%</td>
<td>2.0%</td>
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</tbody>
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* Copies of the detailed copyrighted report are available for inspection to interested advertisers.

**KCMC 1230 kc and KCMC-FM**

FRANK O. MYERS, Mgr.
AN INTERNATIONAL problem got an international airing May 1, when KYW Philadelphia and BBC participated in a trans-Atlantic Junior Town Meeting program on juvenile delinquency. Moderator for KYW was Earl G. Harrison, (seated at left) dean of the Law School of the U. of Pennsylvania. Seated at right is William C. Galheer, KYW educational director, who arranged the broadcast with Lillian Lang, BBC program operations director. Standing (1 to r) are: Robert E. White, KYW general manager; Gordon Hawkins, educational director of Westinghouse Radio Stations Inc.; Newbold Cooper, private schools representative, and Donald G. Baird, KYW assistant educational director. Co-moderator in London studios for inter-high school discussion is Rooney Pelletier, BBC North American Service organizer.

Over 1500 Attending Columbus Meeting of Institute for Education by Radio

OVER 1500 leaders of commercial and educational radio are in attendance at the 17th annual Institute for Education by Radio at Columbus, Ohio, May 2-5. Sponsored by Ohio State U., the accent of this year's conclave is on internationalism, with representatives invited from the BBC and CBC as well as from American networks.

The Religious Radio Asso. was to hold its annual meeting May 2-4 in Columbus, in conjunction with the IER. Willard Johnson, president of the association and vice president of the National Conference of Christians and Jews, was to preside over the meetings, the theme of which was the contributions of radio religious programs to domestic unity and world peace.

The sessions were to begin on May 2 at noon with a luncheon at the Desher-Wallick Hotel, at which Robert B. Hudson, director of Education of CBS, was to speak on "Religious Radio and World Peace." In the afternoon John E. Hough, director of advertising, Goodyear Tire and Rubber Co., was to describe the current radio series, Greatest Story Ever Told, which is sponsored by Goodyear on ABC. Business sessions were to be held and appointment of a nominating committee for officers made.

Other Participants

Other participants were to be: Dr. Franklin Dunham, chief, radio division, U. S. Office of Education; Everett Parker, secretary, Joint Religious Radio Committee; Bill Smith, National Council of Catholic Men; Evan A. Fry, radio director, Church of Jesus Christ of Latter Day Saints; and Norton Bethl, assistant director, Jewish Education Commission.

The sessions concluded with a discussion of possible awards to be made by Religious Radio Assn. for the year's outstanding program and the election of officers.

Agenda for the last day's IER sessions at:

MONDAY, MAY 5

SECTION MEETINGS

Opportunities of Campus Radio Stations
Clinic for College and University Stations
Clinic for Educational and Public Service Directors of Commercial Stations
Broadcasting and College Public Relations
Problems of Radio Chairmen of Local Organizations
Recordings for Education
Radio, the Public, and United States Foreign Policy

GENERAL SESSION

Should Radio Have an Editorial Policy?

WEEK Peoria, Ill. Begins Broadcasting on 1350 kc

WEEK, NBC affiliate in Peoria, Ill., signed on the air for the first time April 27. Owned by the West Central Broadcasting Co., WEEK operates on 1350 kc with 1 kw.

Former Governor Robert S. Kerr of Oklahoma is chairman of West Central, which will be affiliated with the radio interests of E. K. Gaylord (WKY Oklahoma City, KLZ Denver, KVOR Colorado Springs).

Edgar T. Bell is WEEK's general manager and Stanley White, former WKY sales manager, is station manager. Program format will emphasize local productions and public interest features, according to Mr. Bell.

TV Script Contest

TELEVISION script writing contest sponsored by Broadway producer John Wildberg, who has formed a video production company, is open to all professional and amateurs. Winners get cash awards and contracts for Mr. Wildberg's writing staff and winning scripts will be televised. Leonard F. Cramer, executive vice-president of Du Mont Television, and Mr. Wildberg will judge the entries, which should be addressed to John Wildberg, 206 E. 30th St. New York City. Deadline is June 15.

IN CANADA

WINNIPEG is a "MUST" buy

Men Who Know select CKRC NOW 5KW

REPRESENTATIVE - WEED & CO.

BROADCASTING • Telecasting  May 5, 1947 • Page 65

TAKES ONLY ONE TO GET 3

BEAUMONT, TEXAS

KFDM 650 1000 WATTS

REPRESENTED BY FREE & PETERS, INC.

AFFILIATED WITH AMERICAN BROADCASTING CO., INC.

SCHOOL RECORDINGS

Programs Made in Classrooms

Aired by WFHG

AS A SPECIAL public service feature WFHG, new Mutual 1 kw daytime outlet (860 kc) at Bristol, Tenn., is airing programs prepared in public school classrooms in connection with pupils' regular school work. The programs are recorded in the classrooms and played back on the air late in the afternoon when both youngsters and parents can listen. The recordings then are given to the classes.

WFHG's manager, C. Aiden Baker, reports that the station has received much favorable comment on the series and that school officials and teachers are pleased with the programs not only from the children's angle but also because of the opportunity to call to the attention of parents the work being done in the schools.

WFHG began broadcasting Jan. 1. It is the newest property of Blanfox Radio Co. Inc., which owns two other Mutual affiliates, WHLN Marion, Ky., and WNVA, Norton, Va. President of the corporation is R. B. Helms. J. Francke Fox is vice president and O. Roland Gallicher secretary.

Prior to the war WFHG's manager, Mr. Baker, was with WCCO Minneapolis and WKBN Youngstown, Ohio.
AUGUST 25 TO MAY 1

CP-construction permit
ERD-erected directional antenna
ESC-erected suppressor
SB-studio transmitter
SYN-stand time

antenna
D-day
N-night
s-sunrise
vis-sunset

cond-condition(s)
LS-local subset
mod-modulation
trans-transmitter
un-unlimited

April 25 Decisions

DOCKET CASE ACTIONS

Lake Erie, Ohio.—Assigned CP No. 1,450 to Lake Erie, Inc. for the Sandusky Broadcasting Co., Inc. in connection with its application for a new AM broadcast station in Sandusky. The proposed station would operate on 1,450 kHz with an antenna height of 400 feet above average sea level.

BY THE COMMISSION

Ordered that Rule 1345 (a) of Commission's Rules and Regulations be amended to add a new section 1345 (j) which provides that the Commission may, after notice and hearing, issue a permit for the operation of a new AM broadcast station in Sandusky. The proposed station would operate on 1,450 kHz with an antenna height of 400 feet above average sea level.

JUST TUBE BAD

WALA, WBNS Engineers Loud

R. B. Hurley, chief engineer of WALA Mobile, Ala., started something when he wrote to the RCA Test Tube Department informing them of the demise of the RCA 891-R Modulator. He wrote to the test tube department on April 25, 1948.

"It is almost time to consider the demise of the 891-R Modulator. The tube has been around for some time and is now considered obsolete. It is no longer available on the market. It is being replaced by the 891-B Modulator which is a higher power tube and is better suited for the job. The 891-B Modulator is now being used in our studios and has proved to be a reliable and dependable tube. We have no problems with it."

KIRO Styred

IGNORING recommendation of the City Planning Commission, Seattle City Council has refused to rezone a residential area to permit KIRO Seattle, WSD, to buy and use the old Leary Mansion as its headquarters. Council action was taken without dissenting vote and leaves KIRO with no immediate plans to obtain larger quarters and a permanent home.

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<td>1469 CHURCH ST., N.W. DE. 1234</td>
<td>Republic 3984</td>
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<td>RAYMOND M. WILMOTTE</td>
<td>1400 NATION PRESS BLDG., D.C.</td>
<td>983</td>
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<td>JOHN J. KEEL</td>
<td>1008 5TH ST., N.W. NATIONAL 0156</td>
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<td>P. B. J. GILBERT</td>
<td>383 E. 79TH ST. TRIANGLE 4400</td>
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<td>JOHN C. BARRON</td>
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<td>RUSSELL P. MAY</td>
<td>1319 F ST., N. W. DISTRICT 4127</td>
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<td>1018 VERMONT AVE., N.W. NA. 7181</td>
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<td>1146 BRIARCLIFF PI., N.E. ATLANTA, GA.</td>
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<td>ANDREW CO.</td>
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**Commercial Radio Equip. Co.**

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<td>LOHINES &amp; CULVER</td>
<td>991 BROAD STREET PHONE 5-2093</td>
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**Consulting Radio Engineers**

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<td>BARCLAY &amp; SAXON</td>
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**Consulting Radio Engineers**

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<td>JANSKY &amp; BAILEY</td>
<td>1469 CHURCH ST., N.W. DE. 1234</td>
<td>Republic 3984</td>
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<td>RAYMOND M. WILMOTTE</td>
<td>1400 NATION PRESS BLDG., D.C.</td>
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Radio Panel Bulbs

RADIO PANEL light bulbs are available in case lots of 10,000 from the U. S. Commercial Co., subsidiary of the Recontruction Finance Corp., and have been announced by RFC. They will be sold ex-warehouse New York area, duty paid, and bids must be received before 12 o'clock noon May 8. Information on terms and conditions of sale can be obtained by writing to U. S. Commercial Co., Washington 25, D. C. Samples are available for inspection at the company's display room, 292 Madison Ave, New York.

ILGWU's FM equipment ORDER TOTALS $250,000

THE INTERNATIONAL Ladies' Garment Worker's Union has signed a contract with RCA for approximately a quarter of a million dollars worth of FM broadcast equipment for six proposed FM stations to be erected by Unity Broadcasting Corporations. Frederick F. Umhey, executive secretary of the ILGWU and secretary of Unity Broadcasting, announced the sale [CLOSED CIRCUIT, April 21].

The order, which consists of five FM transmitters of 10 kw and one of 1 kw, plus the necessary studio control and audio equipment for each station is one of the largest in the history of broadcast- ing, according to W. W. Watts, vice president in charge of RCA Engineering Products Dept., which will build the equipment in its Camden, N. J., plant.

The stations will be located in Chattanooga, St. Louis, Los Angeles and New York, with applications pending in Boston and Phila- delphia. The Chattanooga station will be completed by Labor Day.

Present for the contract signing, in addition to Messrs. Ulmey and Watts, were T. A. Slater, general sales manager, RCA Engineering Products Dept.; M. S. Novik, former director of WNYC New York and now radio consultant to the ILGWU, and Paul A. de Mars and Raymond M. Wilmott Inc., who have been commissioned to design and build Unity stations.

Merryman Leaving NBC for Radio Firm

Planning Head Ends 20 Years Of Service With Network

Mr. Merryman Mr. Anderson

PHILIP MERRYMAN, director of NBC planning and development di - vision, has joined H. Vernon Anderson Assoc., radio consultants. The firm will now be known as Anderson and Merryman, with offices in New York and New Orleans, with research laboratories in Baton Rouge.

Mr. Merryman will be retained as consultant by NBC and its affili- ates, according to Frank E. Mullen, vice president and general manager.

With NBC for 20 years, Mr. Merryman joined the network as an engineer and became research- er and market analyst, and finally, planning and development director for the network. Mr. An- derson is former vice president and general manager of Baton Rouge Broadcasting Co., operators of WJBO.

In a statement concerning Mr. Merryman's resignation from NBC, President Niles Trammell said: "We deeply regret Mr. Merry- man's resignation. He has been associated with us since the inception of the company and has made a very definite contribution to the development of sound broadcast- ing, and has been of material assistance in developing plans to launch the new art of television. We leave us to go into business for himself, and we are certain that he will be a success and make a contribution to the further development of radio and television."

German Storage Tubes

GERMAN scientists developed radar tubes capable of storing sig- nals as long as three weeks, according to a report now available at the Office of Technical Services, Dept. of Commerce. The tubes permitted high-speed radar communi- cation so rapid that danger of de- tection and jamming were mini- mized, according to the report, prepared by Eugene D. Reed, Colum- bia University. He is now head of War Research. The report summarizes German research and development work. It is available at the Commerce Dept. (PB-5284), German Research Work on Cathode Ray Tubes, Television Tubes and Television Systems; per unit $3, microfilm $1). Check or money order should be payable to Treasurer of the United States.
FCC Actions
(Continued from page 66)

leave to intervene in hearing on application of Woodrow W. Ritter, San Bernar
dino, and Empire Beck, Co., Pomona
Ontario, Calif.

WGVY Charleston, W. Va.—Granted pe
petition for leave to amend application for
transfer of control of Kanawha Valley Beck, Co. (WGVY) to add to application
supplemental contract restricting considera
tion of sale of station for less than
$80,160, and providing new termination dates.

WOR New York—Granted petition for
leave to intervene in consolidated hearing upon application of The Conn. Electronics Corp., et
al.

Public Serv. Service Inc., Evid. Okla.—
Granted petition for waiver of Rules and ac
cepted petition for written appearance in re
application.

Steel City Beck, Corp., Gary, Ind.—
Granted petition for waiver of Rules and ac
cepted petition for written appearance in re
application.

W4E New York—Granted petition for
leave to intervene in consolidated hearing upon application of The Conn. Electronics Corp., et
al.

Hiding v. Forese, Merrill, Wis.—Granted
petition for waiver of Rules and accepted
petitioner's written appearance in re
application. Also granted petition for leave to
amend application so as to change as of
March 11 application due to revised information on
address of application and counsel, etc.

Red River Beck, Co. Int., Dalhart, Tex.—
Granted petition for continuance of hear
ing on its application presently scheduled
April 28 and continued same to May 20.

WCMW Canton, Ohio—Granted petition
for waiver of Rules and accepted petition
ere's written appearance.

Kola Beck, Co., Olympia, Wash.—Dis
missed as moot on request for removing
removal of its application from hearing docket.

James A. Noon, Lake Charles, La.—
Granted petition to dismiss without prejudice ap
lication for CP.

WCMS Memphis, Tenn.—Granted petition
reopened in proceeding upon appli
cation of WQWC Louisville, Ky. heard May 1946; ordered said record reopened for
purposes of holding further hearing on Issues 5-9 and scheduled further hearing for May 22 at Washington, and made WMC
party intervenor in proceeding.

Forest City Beck, Co., Cleveland, Ohio—
Dismissed petition remanding leave to amend
its application for CP to specify 110 kw with
250 ft instead of 1460 kw 250 w unit.

Polsifer Pub., Co., St. Louis—Dismissed
application requesting leave to amend its ap
lication to show change in proposed trans
site.

Ovide Beck, Co., Rhinelander, Wis.—
Granted petition insofar as it requests leave to
intervene in consolidated hearing on application of Alvin E. O'Konski; denied insofar
as it requests leave to intervene in consolidated hearing on application of Hiding v. Forese.

WDEL Wilmington, Del.—Granted joint
petition requesting continuance of
consolidated hearing on FM applications
previously scheduled April 29 and contin
ued same to May 12.

Frequency Beck, Sylvania Inc., Shinport,
W. Va.—Granted petition for waiver of Rules and acceptance of applicant's written ap
pearance in re application.

Capital Radio Inc., Columbus, Ohio—
Granted petitioner's leave to intervene to amend its application to change W 8 and 36 to
show amendments, etc. Incorporation of
applicant partnership.

April 25 Applications

ACCEPTED FOR FILING

Modification of CP

WBOC-FM Atlantic City, N.J.—CP which
authorized new FM station, to change
type trans., ERP and antenna to 250 kw, make changes in and about commencement and
completion dates.

License for CP

KICO Coeur d'Alene, Idaho.—License to
cover CP which authorized new FM station
and to specify studio location.

AM—1360 kc

KODA Payette, Idaho.—License to cover
CP which authorized new FM station and to
specify studio location.

AM—1400 kc

WNCW Hornsby, Conn.—CP install new
stations.

FCC Correction

IN FCC notice dated April 17 and cited "Informal Notice to Applicants for Broadcast Facilities Involved in Applications for
FM and Television Antennas Mounted on Highest Business Antennas," last sentence in paragraph four should read as follows:

"THE OVERALL HEIGHT INCLUDES THE HIGH FREQUENCY ANTENNA BUT NOT OBSTRUCTION LIGHTS OR BEACONS."
Applications Cont.: TENDERED FOR FILING Assignment of License
WDRB Hartford, Conn.—Consent to assignment of license of standard station WDRB, high frequency station WDRB-FM, and relay station WELIN to The Connecticut Station Co., Inc., New Haven, Conn., to whom the station is licensed.
KLZ Brainerd, Minn.—Consent to assignment of license to Brainerd Bzg., Co., to whom the station is licensed.

April 28 Decisions —BY THE COMMISSION
Announced adoption of Order 136-3 of C. & L. to Filing.

FCC Actions
(Continued from page 69)

Applications Cont.: TENDERED FOR FILING Assignment of License
Looking for information on WMOB —in Mobile — ask a Branham-man!

The Branham Company Offices
• Chicago
• New York
• Detroit
• Dallas
• Atlanta
• Charlotte
• St. Louis
• Memphis
• Kansas City
• San Francisco
• Los Angeles

High & low for information on WMOB —in Mobile — ask a Branham-man!

WMOB
A NUNN STATION
Archie S. Grinolds, Mgr.
Mobile, Ala.
ABC Affiliate

Page 70 • May 5, 1947
EMULATING erstwhile WPA foreman is E. E. Stone, breaking ground for WJMX, Florence, S. C., new 5 kw daytime station of which he is president. Others in front row are (l to r): Mrs. Katherine Ward, traffic dept.; Mayor R. F. Zeigler of Florence; Mrs. Herman A. Smith Jr.; Congressman Johnnie McMillan; Mrs. Stuart Deabler, Commercial Dept. Second row, (l to r) P. G. Sewell, WJMX manager; Paul Luecke, chief engineer; Herman A. Smith Jr., secretary-treasurer; Paul H. Benson, vice president.

WHCU to Give Awards to Weekly Papers For Editorial Leadership, Civic Work

WHCU Ithaca, N. Y., will make three cash awards of $500 each to the weekly newspapers excelling in editorial leadership, in stimulating community action and in making overall improvements in their papers, Michael R. Hanna, general manager, announced on April 10. Awards were announced at the conclusion of a dinner given by WHCU to the editors of the 74 weekly newspapers in 22 counties around Ithaca who cooperate with the station by supplying the raw material for The Radio Edition of the Weekly Press. Two days earlier this quarterly-hour Sunday afternoon program had been awarded a special citation by the Peabody Awards Committee, which said that the program "has admirably linked together the editorial ability of 74 country editors in presenting material of social significance and interest."

Stating that radio and the big city press have to a large extent passed by the smaller communities, Mr. Hanna said that the editors of the country weeklies "represent democratic thinking at the grass-roots level." The weekly broadcast, he said, takes the words and ideas of these editors and gives them a wider audience, taking them into other communities who may profit by the exchange.

OVER A MILLION FOR BASEBALL
Gillette's Six-Year Exclusive on Mutual
To Cost $1,245,000

DISCLOSURE that the purchase price of radio rights to World's Series and All-Star games for six years amounted to $1,245,000 was made by A. B. (Happy) Chandler, baseball commissioner, April 25.

Mr. Chandler spoke at a dinner given by MBS in New York's Waldorf-Astoria hotel to celebrate the signing of contracts for World's Series and All-Star Games through the 1951 season. The games will be sponsored by Gillette Safety Razor Co., through Maxon Inc., [Broadcasting, April 28].

Mutual obtained rights to the 1946 through 1951 World's Series for a total of $950,000, Mr. Chandler said, and paid $290,000 for the rights to an equal number of All-Star games. A major portion of the $1,245,000 will be allocated to the baseball players' pension fund, Mr. Chandler reported.

He said that MBS had obtained rights only to radio broadcasts of the games and that television rights had not yet been negotiated.

NBC's cooperation with the American National Red Cross' 1947 Fund appeal was cited in a letter received by Clarence S. Meuser, NBC vice president, in charge of programs, from Howard Bonham, Red Cross vice chairman.

KENTUCKIANS AGAINST CHANGING BREAK RULE

STUDY of suggested changes in the FCC's station identification rules is being conducted by the executive committee of the Kentucky Broadcasters Assn., according to the association's secretary-treasurer, J. H. Callaway, WHAS Louisville. At its March 22-29 meeting the association went on record against any curtailing of the right to repeat call letters to listeners.

Resolution adopted unanimously by the association follows:

Whereas, the Kentucky Broadcasters Assn. believes it is essential to all members that the right to repeat their call letters to their listeners should not be impaired in any way that might cause them to suffer the loss of identity.

Whereas, the Kentucky Broadcasters Assn. further believes that any proposed regulation might be used as a lever to regulate the members' business practices and thus reduce the members' gross income to a point that could affect their ability to continue a broadcast service of high quality to listeners who would not be in the interest.

Therefore, be it resolved that the Kentucky Broadcasters Assn. appoints its executive committee to investigate thoroughly that the FCC plans revision of its station identification rule and take whatever action appears appropriate to make known to the Commission the attitude of the Kentucky Broadcasters Assn.

Markwell to DuMont

NORMAN M. MARKWELL, former account executive at J. D. Tarcher, New York, and at one time vice president in charge of promotion and plans of Cornell Co., New York, now Geyer, Newell & Ganger, has been appointed sales promotion manager of Allen B. Du Mont Laboratories, New York.

WEEKDAY AFTERNOONS
MONDAY THRU FRIDAY
BUTNOW... WE HAVE

5000 WATTS
MUTUAL
in Jacksonville, Florida

PHILADELPHIA
NEW YORK
CHICAGO
DETROIT
ATLANTA

REPRESENTED NATIONALLY
By
JOHN H. PERRY
ASSOCIATES

WJHP

SOON
VERMONT'S)
ONLY CBS
STATION
1000 WATTS
BURLINGTON
5000 WATTS
NOW

BROADCASTING • Telecasting
May 5, 1947 • Page 71
Accuses Radio 'Monopolists' of Trying To Put an End to All FM Broadcasting

A CHARGE that radio monopolists are trying to wipe out FM broadcasting was made last week by Eugene Konecky, former radio executive and author of the pamphlet Monopoly Steals FM, in a report prepared for distribution to labor leaders and heads of civic, fraternal, veterans and small-business organizations attempting to obtain FM licenses and stations.

According to Mr. Konecky, "the radio monopolists who dominate the new FM system, and who are investing millions in it, believe they must destroy FM and are doing all they can to prepare to wipe it out." Stating that the economic basis essential for the growth of FM has been undermined, Mr. Konecky said that even in its weakened condition, "it is a potential threat to the radio monopoly and this explains why they seek to kill it."

Lashes Radio 'Trusts'

The radio trusts would "merry" FM for keeps, said the report, if it could be guaranteed that the FM system would never be expanded to 5,000 stations, because the networks could not control a system of that many stations, especially if the FCC would enforce the duopoly regulation which has been indefinitely suspended.

Among other reasons why the monopolists fear FM and wish to kill it, Mr. Konecky listed these: (1) the election of a PDR-type president, like Henry A. Wallace, and a Congress which would back him in 1948; (2) production of a low-priced FM set through the cooperative efforts of labor unions, cooperatives, veteran, civic and small-business organizations attempting to obtain FM licenses and stations.

"VOICE OF THE CARIBBEAN"

Puerto Rico's WAPA, San Juan, is the subject of an enthusiastic article by Mary Hirschfeld in the Cleveland Plain Dealer of April 14.

Puerto Ricans are among the most radio conscious of people, according to Miss Hirschfeld, owning 100,000 receiving sets — as many as there are in Russia.

WAPA was designed by RCA engineers and opened in mid-January as one of the most powerful stations in the Caribbean. ABC and MBS programs are carried and Lowell Thomas is said to be Puerto Rico's most popular commentator. However, as might be expected in this Latin land, the overwhelming preference is for musical programs.

WAPA is owned by Jose Ramon Quinones, who was educated at Union College and Albany Law School and is head of the Puerto Rican Farm Bureau.

Calls Work of CBS 'School of the Air' More Valuable Than That of UNESCO

"THE UNITED Nations Educational, Scientific and Cultural Organization activities in Paris consist merely of verbage and the exchange of sweet nothings," according to Rex C. Lambert, supervisor of educational broadcasts for the Canadian Broadcasting Corp.

Speaking at the annual meeting of the National Board of Consultants of Columbia's American School of the Air in New York last week, Mr. Lambert, who recently returned from a European investigation of UNESCO's program, complimented CBS on its work. UNESCO, he said, "is doing a far more valuable job than UNESCO is likely to do for years to come." He said he would go into more detail on UNESCO in his report before the Institute for Education by Radio when that organization meets in Columbus, Ohio, May 2-5.

Endorsements of the program were also issued by educational leaders. James Macandrew, director of radio, New York Public Schools, said that a recent survey showed School of the Air programs being used in regular school work by 452 schools in New York. Speaking for CBS, Dr. Lyman Bryson, Professor of Education, Teachers College, Columbia U. and CBS Councillor on Public Affairs said: "We know we are taking a large children audience from the "blood and thunder" shows carried on other networks at this time. The move to the 5-5:30 p.m. period on the air has been amply justified."

COWAN APPOINTS FIVE NEW REPRESENTATIVES

THE appointment of five new sales representatives to the transcription division of Louis G. Cowan Inc., New York, has been announced by Robert S. Michaels, head of that division. The new representatives are: James Gregory, former program director of WAGA, Atlanta; Marvin A. Kemper, formerly with Mendelson Productions, New York; A. D. MacMorran, recently discharged from the U. S. Navy; Robert Sawyer, formerly on the staff of a Boston newspaper, and Edwin McCormack.

In addition to announcing the new representatives, Mr. Michaels announced that negotiations had been completed with All-Canada Radio Facilities Ltd., for the sales rights to Murder at Midnight in Canada, and that a deal with Mendelson Productions had been made granting the Cowan office exclusive sales rights for Joe McCarthy Speaks, a five-minute sports series of baseball anecdotes featuring the former manager of the New York Yankees [Broadcasting, April 14].

FIRST HOLLYWOOD-originated script for ABC's This Is Your FBI, which switched from New York, is given a visual grilling by this West Coast quintet of "investigators" (1 to r): Don Searle, ABC Western Division vice president; Arthur Carroll, western manager of Equitable Life Assurance Society, program sponsor; James Ellsworth, assistant agent in charge of Los Angeles FBI field division; Cecil Underwood, account executive of Warwick & Legler, agency servicing account, and Jerry Devine, owner-writer-producer of program.

Amateurs' Emoting Has Hoosiers Voting — for WIBC

If there's a gleam of dramatic genius hidden away in a Hoosier home, odds are it will shine forth soon on the scintillating, new live-talent program, "WIBC Players."

For a choice half-hour — 8 to 8:30 every Saturday evening — an eager group of aspiring amateurs evokes the muses of comedy, mystery and drama . . . and the applause of the ever-growing WIBC audience. "WIBC Players" is written, played and produced by the Hoosiers themselves, under the experienced eye of WIBC Player Producer Sydney Mason. For full information on this popular live-talent production — and how it can be made into a live-wire sales-builder for you — see your John Blair Man.

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

WIBC 1070 KC 5000 WATTS BASIC MUTUAL

The INDIANAPOLIS NEWS Station

Page 72 * May 5, 1947

WBXM DANVILLE, VIRGINIA The Voice of the Rich Piedmont Region * (SOON 5000 WATTS) PHONE SANDY GUENTER DANVILLE 2350

* BMB says 95 percent of the families in Danville and Schoolfield listen to WBXM regularly.

American Broadcasting Company
Ontario's Premier Drew Blasts CBC's Monopolistic Control of Canada Radio

CANADIAN BROADCASTING Corp. monopoly of Canadian network control was criticized by Ontario Premier George Drew at the annual Radio Artists' Dinner and Ball at Toronto April 19. Premier Drew virtualy threw a bombshell into the meeting when he said:

"I would be much less than frank if I did not say that all Canadian radio artists are entitled to particular commendation because of the unique handicap under which you carry on your very important work.

The inescapable truth is that our radio artists cannot hope, under present conditions, to receive what is paid for similar services in the United States. The reason for this is not to be found entirely in the difference in population or wealth of the two countries. Until we have free, competitive commercial networks in Canada, our artists cannot hope for comparable results.

I hope that when another gathering of this kind makes awards to Canadian radio artists next year, the shackles of monopolistic radio control will have been broken so that we may have competitive networks which will assure to Canadian artists, in highly paid competitive field, and to Canadian producers of good entertainment an opportunity to export profitable radio programs to the United States."

Other speeches had been laudatory, and included remarks by Harry Sedgewick, CFRC Toronto chairman of Canadian Assn. of Broadcasters; A. D. Dunton, CBC chairman of the board of governors, and E. L. Bushnell, CBC director-general of programs. Program was sponsored by Radio World, Montreal real fan magazine.

Christian Radio School
SECOND Summer School of Christian Radio will be held July 14-26 at the Providence Bible Institute, Providence, R. I., under sponsorship of the World Radio Missionary Fellowship, which operates HGB, Quito, Ecuador.
Pastors, radio preachers and program producers, missionaries and others interested in radio for evangelism, Bible teaching and missionary broadcasting are eligible to attend.

"Fortune" Articles
MAY issue of Fortune magazine includes three pieces pertinent to the radio industry: article on the upsurge of Sylvania Electric; profile of Charles E. Wilson, president of General Electric; feature story on Casco Products, the automobile and household electric appliance firm.

WGR Hawkhaws
NEWS story broadcast by WGR Buffalo brought an immediate response the other day from two listeners — WGR Announcer Ralph Snyder and Engineer Wayne Chilson. The story quoted a police report about two stolen trucks. The WGR staffers recalled they had just seen two trucks answering the description of the stolen vehicles. They relayed their information to Jack McLean in the WGR newsroom, who in turn notified police. The missing trucks were found and promptly restored to their owners.

WSCR SCRANTON ASKS FOR TRANSFER OF CP APPLICATION for assignment of the construction permit for WSCR Scranton, Pa., from present partnership to Lackawanna Valley Radio to Lackawanna Valley Broadcasting Co., a new company including present owners and several new parties, has been tendered for filing at FCC. The assignee corporation has loaned the assignor $20,000 to assist in financing construction of WSCR. This advance is based on unsecured notes which are to be cancelled upon approval of the transfer, application stated.

WSCR is assigned 1 kw daytime operation on 1000 kc. It was stated that that station expects to begin program tests about April 30.

The present co-partners are officers of the assignor: Dahl W. Mack, president and 25% owner; James J. Doherty Sr., secretary; treasurer, 20%; Eugene L. Burke, vice president, 14%; Edmund C. and Geraldine Stull, 13% each; John M. C. Warner, 5%; Robert W. and Robert E. Funkhouser, 2.5% each; Robert M. G. Warner, 2.5%.

Others interested are Malcolm MacMillan, 18%; Joseph W. Dobbs, 10%, and Michael J. Eagen, 5%.

Motor Industry Lags in Radio Use—Hooper
"MY JOB is to measure, not to sell radio," C. E. Hooper, president of C. E. Hooper Inc., New York, told the Adcraft Club of Detroit April 18, "but I believe it is in order for me to point out that the motor men in this town haven't begun to learn how to capitalize on the opportunities for exploitation which radio presents.

"I know you are awaiting television so you can show a picture of the car," Mr. Hooper continued. "But in the meantime, honestly, the words 'a glistening concept' bring to my mind a much more appealing picture than 'a crunchy corn flake,' even when I'm hungry, despite which radio sells corn flakes. I suggest all of you take another look at radio as a primary selling medium."

Service Performance Results!

Charles T. Stuart, President and, Executive Director

Executive Offices, Stuart Building, Lincoln, Nebraska

edward petry & co., inc.

KFOR 250 WATTS 1240 KC BASIC ABC

OMaha CO. BLUFFS
Represented by Edward Petry & Co., Inc.
W. J. Newen—Station Manager

KOL 5000 WATTS 1290 KC BASIC ABC

Minneapolis St. Paul
Represented by Melvin Drake—Vice Pres. & Station Mgr.

Wdgy 5000 Watts 1130 KC

May 5, 1947 - Page 73

A MITE OF MAGIC

Some radio stations seem to have a mystic power over the listeners. Others do not. It's that simple.

WAIR is a selling station—the sort of station that keeps sales managers and time buyers happy.

BROADCASTING • Telecasting

Charles T. Stuart, President and, Executive Director

Executive Offices, Stuart Building, Lincoln, Nebraska

Represented by Edward Petry & Co., Inc.

KFOR 250 WATTS 1240 KC BASIC ABC

OMaha CO. BLUFFS
Represented by Edward Petry & Co., Inc.
W. J. Newen—Station Manager

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May 5, 1947 - Page 73
BERGEN URGES CLOSER VIDEO-FILMS TIEUP
EDGAR BERGEN, president of the Academy of Television Arts & Sciences, stressed the importance of increased availability and use of films in television at a meeting of Independent Motion Picture Producers Assn. in Hollywood.

Mr. Bergen disclosed that RCA estimates this year's television audience at 2,000,000, with a tremendous increase by the end of 1948. With this in mind, he said, it is his belief that television producers should study the preview and trailer possibilities of the medium.

Dr. Ferenz Fodor, president of Audio Pictures Inc., reported his firm is now seeking James P. Trillo's permission for the immediate release of a short subject to be released to video stations as well as moving picture houses. Dr. Fodor added that he is willing to serve as a "legal guinea pig" in any test case.

New Package Firm
HAMILTON-WHITNEY Productions Inc., new Los Angeles package producers and producers of transcribed shows, has been organized with headquarters at 435 S. La Cienega Blvd. Telephone is Bradshaw 2-2731, A. C. Gerchenson, Chicago and Los Angeles financier, is president, with W. A. Mathers sales manager. He was formerly executive of WNAC Boston. Frank K. Danzig is production manager with Earl Langhurst, chief technician.

Tiger TV Games
WDT, television station of the Detroit News, will bring to Detroit fans telecasts of the Tigers' home games twice a week starting the first week in June. Days on which the telecasts will be presented have not yet been determined, but the WDT management expects that the play-by-play will be handled by Ty Tyson, sports editor of WWJ, the News' AM station.

Video Workshop
TELEVISION WORKSHOP, featured in New York in 1943 by Irwin A. Shane to produce television programs and as a training school for video programmers, has announced the establishment of the Television Workshop of Philadelphia with Robert L. Jawer as executive director. Mr. Jawer studied television at the Workshop in New York, subsequently becoming traffic manager. Following the New York pattern, the Philadelphia Workshop plans to conduct a video training program, starting in September, in addition to producing programs for television stations in Philadelphia, Baltimore and Washington.

ELMO ISRAEL ELLIS, former studio production manager at WSB Atlanta and recently writer-director of "We the People," has rejoined WSB as manager of script department.

JOHNNY SCHULTZ, former newscaster and news editor with WBNY Buffalo, N. Y., and ROBERT O'DONNELL, formerly with Buffalo Broadcasting Co., have joined announcing staff of WHIN Jamestown, N. Y.

WENDY WILLIAMS, NBC Western network assistant program manager in charge of package sales, has resigned to enter talent agency field. Mr. Williams, with network for 12 years, formerly was continuity acceptance manager in Hollywood. He also was program manager of KPO San Francisco for two years, returning to Hollywood in present position last November.

Mr. Williams, Joe Worth, Hollywood account executive, has joined KTAR Phoenix, as record mc.

RAY PERRAULT has joined announcing staff of CJOR Vancouver, and JOY SCOTT has joined station's continuity department.

ED BRADY, former announcer with KOA Denver, has joined announcing staff of KFO San Francisco.

IRWIN COBB, former director of television, has resigned to enter talent agency field. Mr. Williams, with network for 12 years, formerly was continuity acceptance manager in Hollywood. He also was program manager of KPO San Francisco for two years, returning to Hollywood in present position last November.

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WHEN RED RIVER overflowed in mid-April executives of KILO Grand Rapids, N. D., used station-operated planes to make aerial surveys and get bird’s-eye view of costly flood. L to r: Dick Anthony, director of news and special events; T. F. McElroy, commercial department; Elmer Hanson, commercial manager; Leo Jolly, pilot; Ralph Herbert, program director; Arnold Petrich, chief engineer.

American Cable & Radio A Million in Red in 1946
IN SPITE of handling a record volume of traffic, operations of the American Cable & Radio Corp. for 1946 showed a consolidated loss of $1,099,798, before special tax credit, as compared to a net income of $1,615,894 in 1945, it was announced by Warren Lee Pierson, president, in the annual report to stockholders.

A refund of prior years’ federal income taxes resulting from the net operating loss carry-back reduces the 1946 loss to $524,788. The drop, according to the annual report, was caused by two major rate reductions, greatly increased labor costs and a decline in non-transmission revenues.

The 1945 gross operating revenue of $19,342,461 declined to $18,629,112 in 1946, but operating expenses increased from $17,080,777 to $20,029,554.

KVOU on Air
KVOU Uvalde, Tex., new station on 1490 kc with 250 w fulltime, commenced broadcasting April 2. William T. Kemp, part owner and commercial manager, also is general manager of KVOP Plainview, Tex. W. J. Harpole, KVOU licen-
see, is part owner of KVOU as is E. J. Harpole, general manager of the new outlet. John Hol-
land is chief engineer. KVOU is a Keystone affiliate.

Boys to Benefit
HARRY TURNER, chief an-
councer and music director
of KGHL Billings, Mont., and former member of Ted Weems’ and Boyd Raeburn’s bands, is happy over the suc-
cess of an oldtime minstrel
show staged in Billings re-
cently under his direction. The show, presented under auspices of the Billings Lions Club, raised more than $3,-
000, and as a result 250 un-
derprivileged boys will be sent to camp in the moun-
tains of Montana this summer.

KISS San Antonio Makes Survey of FM Receivers
HOWARD W. DAVIS, owner of KISS and KMAC San Antonio, Texas, reported that 2,954 FM receiving sets were in use in metropolitan San Antonio as of April 15.

This was determined by a survey made by KISS on the 15th of each month. Results of the survey also showed that 398 FM receivers were delivered in the San Antonio area between March 15 and April 15, and 366 during the previous month.

Figures on FM receivers sales are obtained from radio distributors in the San Antonio area.

LIMITATION ON VIDEO CALLS IS POINTED OUT
EDITOR, BROADCASTING:
Suggestions that U.S. television stations be designated by “T” or “V” calls, instead of the present general U.S. Calls “W” and “K,” are out of order, and would be re-

sented by some foreign countries presently assigned all calls beginning with “T” and “V,” and international agreements.

C. E. Hooper, of C. E. Hooper Inc., made the suggestion to the Television Institute recently, should know that all U.S. calls must start with “W” or “K,” except certain Naval calls, utilizing “N,” this country having been as-
named those initial letters years ago.

Mr. Hooper did say: “Assum-
ing they (“T” and “V”) have not been assigned to some foreign country.” Mr. Hooper better stick to his audience analysis, and es-

chew assigning call letters or the Bureau of the Telecommunications Union at Berne will definitely ob-
ject.

Mr. J. R. Poppele, President of Teleplan Broadcaster Assn., and sometime with Bamberger, as well as a member of IRE, should not have the support of his television organization to Mr. Hooper’s unique plan; he also should know better than to buck the Telecommunications Union, which has been in charge of international regulations for years.

Carl H. Busman,
Radio Consultant,
Washington, D. C.
April 23, 1947.

Youths Make Radio Crime
Gunmen Heroes: Bennett
JUVENILE LISTENERS tend to make heroes out of criminals on radio crime programs, according to a complaint by Federal Bu-
ureau of Prisons Director James V. Bennett.

He told a Cleveland panel on radio crime mysteries and juvenile delinquency that radio crime mys-
teries are increasing and “have a definite influence on delinquency tendencies of borderline children.”

His assertion that during the critical listening hours, from 7 to 9 p.m. 21.9% of the time was taken by crime programs was challenged by Howard Barton, promotion manager of WATM. Mr. Barton said a recent check by his station showed that of 1,610 programs broadcast by Cleveland’s four radio stations only 51 or approximately 3%, were crimes and mysteries.

Start FM Broadcasts
WNLC, New London, Conn., FM began operation April 28. The FM broadcasts are presented daily 8-9 p.m. on 97.9 mc. WNLC also affiliated with the Yankee Network and Connecticut State Network, is op-
gerated by Thames Broadcasting Corp.

EXPANDING COVERAGE for EXPANDING MID-AMERICA

KCMO
Basic ABC
for Mid-America

KANSAS CITY, MO.

SELL EASTERN NORTH CAROLINA

WRF, WRRZ
3000 WATTS, 920 KC
1000 WATTS, 100 KC
WASHINGTON, N. C.
CLINTON, N. C.

Eastern North Carolina is a rich market where last year’s bright leaf tobacco crop alone sold for $245,459,000. The 135,310 radio sets in this 31-county area with 922,335 population stay tuned to WRF and WRRZ. These stations offer outstanding local and regional programming plus the top programs of ABC. This prosperous 31-county market is the primary daytime listening area of WRF and WRRZ. For speedy results in the "as good as gold" market, use WRF and WRRZ.

TAR HEEL BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Radio Representatives
FORIOE & CO.
New York • Chicago • Los Angeles

On The Air
Atlanta’s New WBGE

MIKE BENTON
MAURICE COLEMAN
President General Manager

BROADCASTING • Telecasting

May 5, 1947 • Page 75
CONTEST for best predictions as to outcomes of American, National and major league baseball games is being conducted by WYKI Oklahoma City through "Pig Ryan, Sports Writer" hears at station Mon.-Fri. 10:30 p.m. Listeners are invited to select teams that will be leading in the three leagues as of June 1; estimate percentages of leading team league as of May 10 will be determined in 50 words or less for reason for their selections. Tickets to Camel Bowl, AAI College football games will be awarded as reasons of contest which will run for two weeks.

"Kilowatt Kuties" GIRLS' basketball team composed of members of staff of WCGV Charleston, W. Va., in novel promotion scheme de- 

ducted by station. Team known as "Kilo-

cuties" was entered in Girls City Basketball League. Girls were fitted out in bright green uniforms with lettering "WCGV NBC Affiliate, Charleston."

"OM" on back of team's scorecards were drawn up, and WCGV issued paraphlet to all their national and local sponsors, presenting "new Coop- 

edition in Charleston Parade of Stars." Games resulted in publicity for station and team, which won several awards in League. Station is now plan-

ning for softball team.

Pie Judging 

CONTEST for pie judging was conducted April 21 by "Hommakers' Gift Shop Program" of WGYR Silver Spring, Md., for benefit of patients in Walter Reed Army Medical Center in Washington. Station arranged for patients at hospital to develop full afternoon enter-

tainment program in connection with contest. Five GI patients were selected in a taste test and pie samples were delivered to hospital from WGYR listen-

ers. Mothers and judges were interviewed in special broadcast over WGYR.

Home Planner 

FOUR-PAGE, two-color folder featuring "Kitchen of the Air program, 

based on WPRB Indianapolis, has been prepared and issued by Katz Agency, New York. Featuring "Planner for Housewife," cover of folder is a broad view of a kitchen superimposed on map drawing of state of Indiana. Review of format, sponsors and list and time buying facts of this 13-

year old WPRB program are included in Promotional folder in addition to portrait of Mrs. Rose Lee Farrell, conductor of "Kitchen of the Air!"

Children's Aid Campaign 

SPECIALIZED campaign, in cooperation with midwest office of Save the Chil-

dren's Fundation, has been started by WPRB Chicago, to provide food and clothing for 25 children of Finland. Listeners are requested by daily an-

nouncement to sponsor one or more of children, with federation providing details of children's personal history. Correspondence with child sponsored is encouraged.

School Posters 

COLOR POSTER done in spring col-

ors and designed for school bulletin boards, is being distributed by WPEN Philadelphia, for its in-school listening program, "The WPEN Sports School." Studio shots of guest sports stars who have appeared on program are set on poster in school fashion, with box listing future guest stars who appear during month. 

Ad Brochure 

BROCHURE titled "The Free Ride is 

Over—Where Do You Go From Here?" has been issued by Root Adv., New York. Directed to those industries known as "war Sable" to in-

ducers and distributors who have had no plans-advertising to esta-

lish their products, booklet advocates that the only possible way for "mod-

erate and small-size business" to share in increased dollar markets is "through intensified and imaginative ad-

vertising presented to all media..." 

Spark Sales 

REPRODUCTION of cover of April is-

sue of Fortune magazine comprises front of promotion folder being distributed by Westinghouse Radio Stations Inc., adding "Westinghouse stations are the world's 

stations for benefit of the Children's Aid Campaign." Accuracy of predictions "to spark sales in the buyers' market." 

Sylvania Campaign 

INTENSIVE national consumer adver-

tising campaign is now being carried for radio service men and stimulate new orders for Sylvania for the month of April. The campaign, in cooperation with Sylvania's dealers, is representing the six Westinghouse sta-


tions as "six markets with millions of buyers."

Promotion Entry of CBS 

Art Club Award Winner 

CBS SALES Promotion and Ad-

vertising Dept. was given the Art 

Directors Club Award for the best 

promotion booklet submitted in the 

advertising design classification of 

the organization's annual competition at a luncheon held April 24 at the Waldorf-Astoria Hotel, New York.

The winning CBS entry entitled "Get Set" deals with The Blind-

wagon, a local participation comedy program heard on KMOX, CBS station, St. Louis. The broadcast production was designed under the direction of William Golden, CBS art direc-

tor, and his assistant, Irving Mil-

er. The work was by Frank Siebel. Jack Cowden is director of promotion service for CBS stations and David F. Rederick is CBS direc-

tor of sales promotion and adver-

ising.

Better Living Show 

SECOND ANNUAL Exposition for February-registered and sponsored by 

WNHC New Haven, Conn. [Broadcasting, July 15, 1946], will be held May 25-31 in the New Haven Arena. Exhibits will per-

tain to health, building, remodeling, construction, equipping, heating, painting, furnishing and landscap-

ing of the home. WNHC has an-

nounced that it again plans to contain the exposition host, Wyckoff, at the rear of the exposition hall from which it will air live pro-

grams featuring New Haven art-

ists and orchestras and many of the programs which ordinarily originate in the WNHC studios. A total of 50,084 persons visited WNHC's first Better Living expo-

sition a year ago.

KSRO Consolidates 

GENERAL Manager Eddie Han-

dley of KSRO Santa Rosa, Cal., has announced discontinuance of the station's Salso Valley studios effective 

April 26.

K PAC in Port Arthur, is now under construction with its plans to deliver a market substantially more than two hundred million dollars in annual retail sales! 

Yes, powerful don's are going on down Texas way... for K PAC in Port Arthur, is now under construction with its plans to deliver a market substantially more than two hundred million dollars in annual retail sales!

5,000 

Watts 

Daytime 

1,000 

Watts 

Nighttime 

First 5,000 Watt Daytime station on Gulf Coast between Corpus Christi and New Orleans. 

Located in the very heart of the rich Gulf Coast, where industrial dollars are busy in rubber, oil, ship-

ping, agriculture and many other varied enterprises.

K PAC 

MBS 

Mutual Broadcasting System 

BROADCASTING 

BROADCASTING 

Telcasting 

getting ready to give 'em BOTH BARRELS!

Yes, powerful don’s are going on down Texas way... for K PAC in Port Arthur, is now under construction with its plans to deliver a market substantially more than two hundred million dollars in annual retail sales!
Applications must be filed by FCC and ERP of 1.2 kw.

WKNB-FM New Britain, Conn.—Mod. CP which authorized new FM station, for extension of license.

KGEN Boise, Ida.—CP change from 1340 to 1410 kc, increase 250 w to 1 kw, install DA-N, change station location and change date. AMENDED to change DA.

WJM-FM New Haven, Conn.—CP which authorized new FM station for extension of license.

KGFF Shawnee, Okla.—Mod. CP which authorized new FM station, new FM station.

WPPA Pittsburgh, Pa.—CP change hours from 10 a.m. to 11 p.m. and change DA to DA-N, make new changes in ant. and change commencement and completion dates.

KGTL Fort Worth, Tex.—CP new FM station, change hours from 11 p.m. to 5 a.m. and change DA, AMENDED to change DA-N.

WLOA Columbus, Ohio.—CP new FM station, new FM station.

WPS-FM Canton, Ohio.—CP which authorized new FM station, for extension of license.

WPIC-FM Sharon, Pa.—Mod. CP which authorized new FM station, for change type transmitters, change DA, change compliance of CP.

WPJ-FM Houston, Tex.—Mod. CP, as mod. which authorized new FM station, change compliance of CP, make changes in ant. and change commencement and completion dates.

K prejudices filed.

WJBO-WBRL Baton Rouge, La.—Con. to transfer to control of station, the licensee of WBRL and FM station WBRL from Estate of W. F. B. G. Gordon to testatory executor of his estate, LeRoy D. Mixham.

WRN Warren, Ohio.—Granted mod. CP change in DA-N to better protect co-channel station OHIO Sudbury, Ont.

KFDA Abilene, Tex.—Designated for hearing application for extension from 1230 to 1425 kc, increase 250 w to 1 kw, change forecast, and seek new DA-N utilizing facilities re-established and re-named.

Gabby Bost, Co., Weldon, Ariz.—Designated for hearing application for extension from 1230 to 1425 kc, increase 250 w to 1 kw, change forecast, and seek new DA-N utilizing facilities re-established and re-named.

Gibby Bost, Co., Weldon, Ariz.—Designated for hearing application for extension from 1425 to 1500 kc, change forecast, and seek new DA-N utilizing facilities re-established and re-named.

KCMO Kansas City and WKAT Miami Beach, Fla.—Designated for hearing application for extension from 1230 to 1425 kc, increase 250 w to 1 kw. DA-N, change ant., seek new DA-N utilizing facilities re-established.

WJRB Fort Wayne, Ind.—Mod. CP which authorized new FM station for extension of license.

WJRE Fort Wayne, Ind.—Mod CP change in DA-N to install DA-N.

WJAI-WBRL Baton Rouge, La.—Con. to transfer to control of station, licensee of WBRL and FM station WBRL from Estate of W. F. B. G. Gordon to testatory executor of his estate, LeRoy D. Mixham.

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Plan to Standardize Equipment Stressed

STANDARDIZATION of internationally used radio equipment was closer to being realized as a result of the International Meeting on Marine Radio Aids to Navigation attended by representatives of 29 nations at New York's Hotel Roosevelt last week.

From Monday to Friday the delegates discussed grave navigational problems and examined equipment recently put on the market by American electronic manufacturers. On Saturday the meeting shifted to New London, Conn., for demonstrations of new devices.

FCC Commissioner E. K. Jett outlined the frequency service allocations being proposed by the U. S. for the International Telecommunications Conference for the maritime navigational service and advocated joint use of facilities by marine and aviation services wherever practicable. Commissioner Jett stressed the necessity for world standardization of navigational systems and frequencies because ships and aircraft cannot carry the equipment required to obtain service from a multiplicity of aids, providing the same or similar functions, and also to avoid interference between radio services.

Later in the week FCC Commissioner E. M. Webster gave the delegates a descriptive summary of some systems and devices in various stages of development here in America, but not yet included among the systems covered by official U. S. policy. These include LF omnidirectional radio range, navigable, telex, loran, and radar camera.

FMA's New Offices

SUITE of five new offices, with provision for mailing room and storage, was occupied last Thursday by members of the FMA headquarter staff in Washington. New quarters are located at 921 12th St., NW. Telephone remains REPUBLIC 8652.

KJAN Radio, Co., Inc., Opelousas, La.—Designated for hearing application for new station 1010 kc 1 kw unl. DA-N.

PRES. 790 kc 1 kw unl. DA-N.

KWO Orlando, Fla.—Designated for hearing application for new station 1010 kc 1 kw unl. DA-N.

KQV Folsom, Calif.—Designated for hearing application for new station 990 kc 1 kw unl. DA-N.

KCHZ Omaha, Neb.—Designated for hearing application for new station 1010 kc 1 kw unl. DA-N.

KZGL Portland, Ore.—Designated for hearing application for new station 990 kc 1 kw unl. DA-N.

KZMJ Youngstown, Ohio.—Designated for hearing application for new station 1010 kc 1 kw unl. DA-N.

KFCJ Phoenix, Ariz.—Designated for hearing application for new station 1010 kc 1 kw unl. DA-N.

KIDO Boise, Idaho.—Designated for hearing application for new station 1010 kc 1 kw unl. DA-N.

KWTO Springfield, Mo.—Designated for hearing application for new station 1010 kc 1 kw unl. DA-N.

KWAFA Chicago.—Designated for hearing application for new station 1010 kc 1 kw unl. DA-N.

KANS Wichita, Kan.—Designated for hearing application for new station 1010 kc 1 kw unl. DA-N.
PARTNERSHIP FAVORED BY FCC AT HAZARD, KY.

A PROPOSED DECISION was issued by FCC last Tuesday nominating Bullard, Metcalf & Goodlette over two rivals for a new 250-watt fulltime station on 1340 kHz at Hazard, Ky. The Commission proposed to deny the competing applications of Universal Broadcasting Co. and P. B. Huff trading as Hazard Broadcasting System. FCC deferred the three-man partnership and Mr. Huff over Universal on the basis of plans for ownership participation in station operation. This choice was confirmed, FCC said, by a comparison of the applicants' program plans. Between the partnership and Mr. Huff, the former was preferred on program plans and because it will have three owners, instead of one, participating in policy matters and day-to-day operation.

The proposed grantee is owned equally by Fred B. Bullard and Robert H. Metcalf of Winchester, Ky., members of the Kentucky Bar Association. Mr. Bullard would be general manager and chief engineer; Mr. Metcalf, commercial manager, and Mr. Goodlette, program director and bookkeeper. Admission to Mutual is planned.

Of the applicants given proposed denials, Mr. Huff is a barber shop owner, and he is a corporation owned in equal shares by five stockholders: E. F. Pheips, household appliances distributor; E. C. Blunt, drug company owner; J. W. Craft Jr., attorney; W. M. Hughes, a wholesale grocery company, and E. O. Bulser, director of operations at WJRT and WORT.

AVC Wing Pays Honors To Radio Personalities

HONORED at the “All-American” dinner given by the Press-Radio Wing of the American Veterans Committee April 24 were several radio personalities cited for “extraordinary devotion to the ideals of democracy.” Hon. Harold L. Ickes, former Interior Secretary and now commentator on KYA, Silver Spring, received a special citation from AVC, presented at the dinner at the Hotel Washington in Washington.

Among others honored as “All-Americans” were: Chester Bowles, Hon. Fiorello H. La Guardia, Drew Pearson, Mrs. Eleanor Roosevelt, Eric Severeid, Frank Sinatra, Robert St. John, Leland Huff, Raymond Swing, Carl Gebauer, WTOP Washington publicity director, was chairman of the arrangements committee.

WFMO FM Survey

WFMO Jersey City, new FM station now under construction, is following through with its quarterly surveys of public reaction to FM broadcasting and listening habits in the New York metropolitan area. Surveys are based on reports from The Pulse and show substantial increase in FM receiver ownership and listening since last survey, according to WFMO management.

12 YEARS SERVING

456,151 People Who own 116,848 Radios in Central Kansas

KWBW

NOR AFFILIATE

HUTCHINSON, KANSAS

WILLIAM WYSE, Manager

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Among others honored as “All-Americans” were: Chester Bowles, Hon. Fiorello H. La Guardia, Drew Pearson, Mrs. Eleanor Roosevelt, Eric Severeid, Frank Sinatra, Robert St. John, Leland Huff, Raymond Swing, Carl Gebauer, WTOP Washington publicity director, was chairman of the arrangements committee.

WFMO FM Survey

WFMO Jersey City, new FM station now under construction, is following through with its quarterly surveys of public reaction to FM broadcasting and listening habits in the New York metropolitan area. Surveys are based on reports from The Pulse and show substantial increase in FM receiver ownership and listening since last survey, according to WFMO management.

12 YEARS SERVING

456,151 People Who own 116,848 Radios in Central Kansas

KWBW

NOR AFFILIATE

HUTCHINSON, KANSAS

WILLIAM WYSE, Manager

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Only ZBM Covers Bermuda

ABC • MBS
National Representatives
JOHN BLAIR HORACE STOVIN
United States Canada

INVEST YOUR AD DOLLAR
WCKY 8-ly
L.B. Wilson
WCKY 50,000 WATTS
OF SALES POWER

Over 200 Cases
(Continued from page 18)
that the expediting plan failed to reach its goal on Line 1 cases [BROADCASTING, April 7].

But FCC officials said these, being relatively simple cases, could be cleared up shortly. They pointed out that application which had been filed since Feb. 7, and predicted that "within a few weeks" the processing lines would be "fairly current" for the first time since Oel radio sales started when the wartime freeze was lifted.

Even so, it was pointed out, the hearing workload would still be far from current. The 557 applications in hearing as of April 1 have been greatly increased by the designations necessary in the actions taken since then under the expediting system.

Petitions for reconsideration of specific actions taken during the expediting period are expected to be numerous. It will cause little surprise, even within FCC, if some protests on this April 1. A number of industry attorneys have informally, but seriously, questioned the legality of the procedure and the "preventive" action. The Feb.-March 7 applications which were granted, before May 1. Those filed before the plan went into effect but not yet granted are now open to competition from applications filed since that time.

In one of the closing sessions before normal licensing was resumed, the Commission knowingly set up at least one criterion that may develop into a court test of the expediting system's legality. WERC Erie had applied after Feb. 7 for a change to 1330 kw and asked FCC to be set hearing with the Erie application of Community Service Broadcasting Co. for the same frequency filed before Feb. 7 [BROADCASTING, April 21]. Instead, the Commission issued an instruction to the Community Service application and announced it had "ordered that application of WERC be referred to the hearing in question to Temporary Expediting Procedure."

The end of the three-month system brought from observers the characterization of "a noble experiment" not likely to be tried again. In view of the Commission's feeling that it was nearing a current status on the processing lines, there was also speculation that FCC might soon eliminate its expediting practice of segregating the harder and easier cases into separate lines.

KDSH Started May
KDSH, new 1,000-w Boise. Ida. station on 950 kc and a CBS optional affiliate, started operating May 1. Station licensee is Queen City Broadcasting Co. which also operates KIRO Seattle. Louis K. Lear is president, Westernman Whillock is vice president and general manager. Mr. C. O. Talligine, formerly of KSL Salt Lake City associate manager.

State-by-State Breakdown of FCC Final Grants of Last Week

ALABAMA
Dothan—WAGF, change from 1400 kc to 1320 kc, increase 250 w to 1 kw, directional night, unlimited; conditions. Granted April 30.


Tuscan—KTRC, change from 1400 kc to 500 kc, unlimited, directional night, granted April 30.

Yuma—Yuma Broadcasting Co., 1400 kc, 1 kw, unlimited, directional day and night. Granted April 30.

ARIZONA

Tuscan—KTRC, change from 1400 kc to 500 kc, unlimited, directional night, granted April 30.

Yuma—Yuma Broadcasting Co., 1150 kc, 1 kw, unlimited, directional day and night. Owned 72% by Sun Country Broadcasting Co., 20% KPRC Phoe- nix and KTCB Tuscan. Principals: M. B. Mathewson, licensed; president; M. B. Mathewson, vice president; J. R. Stahl, vice president and station manager; E. L. Baker, treasurer; 3%. Remaining interest held by number of stockholders. Granted April 29.

KANSAS
Port Smith—KJZP, change from 1400 kc to 1300 kc, increase 250 w to 1 kw, directional night, unlimited; conditions. Granted April 30.

Little Rock—KSHI, change from 1320 kc to 1300 kc, increase 250 w to 1 kw, directional night, unlimited; conditions. Granted April 30.

ALLENTOWN—WACB, Unlimited, directional night.

CALIFORNIA

Sacramento—KFCO, Unlimited, directional night.

MONTEREY—KMOG, Unlimited, directional night.

FLORIDA

Tallahassee—WTLA, Unlimited, directional night.

GEORGIA
Macon—WMAZ, increase 5 kw to 10 kw, unlimited, on 960 kc. Granted April 30.

Home—WAGA, change from 1400 kc to 1470 kc, increase 250 w to 5 kw, directional night. Granted April 30.

IDAHO
Boise—KDSH, increase 1 kw to 5 kw, unlimited, change to unlimited, on 950 kc, direction night, unlimited; conditions. Granted April 30.

COLORADO

COLUMBIA
Washington, D. C.—WAPF, Unlimited, directional night.

DISTRICT OF COLUMBIA
Washington, D. C.—WAPF, Unlimited, directional night.

FLORIDA
Hollywood—WINK, change hours from day to unlimited, on 940 kc with 1 kw, install directional night. Granted April 29.

Ocala—WTMC, change from 1400 kc to 1350 kc, increase 250 w to 1 kw, unlimited, directional night. Conn. Clare D. D. Durr for hearing. Granted April 30.

Palm Beach—WPIL, change from 1220 kc to 950 kc, increase 250 w to 1 kw, unlimited, directional night. Granted April 30.

Tallahassee—WTLA, Unlimited, change 1230 kc to 1300 kc, Unlimited, change 1230 kc to 1300 kc, Unlimited, directional night.

FLORIDA
Hollywood—WINK, change hours from day to unlimited, install directional night, on 1 kw. Granted April 30.

GEORGIA
Macon—WMAZ, increase 5 kw to 10 kw, unlimited, on 960 kc. Granted April 30.

HOME—WAGA, change from 1400 kc to 1470 kc, increase 250 w to 5 kw, directional night. Granted April 30.

IDAHO
Boise—KDSH, increase 1 kw to 5 kw, unlimited, change to unlimited, on 950 kc, directional night, unlimited; conditions. Granted April 30.

COLORADO

COLUMBIA
Washington, D. C.—WAPF, Unlimited, directional night.

DISTRICT OF COLUMBIA
Washington, D. C.—WAPF, Unlimited, directional night.

FLORIDA
Hollywood—WINK, change hours from day to unlimited, on 940 kc with 1 kw, install directional night. Granted April 29.
**IDAHO—Continued**

Pocatello—KEIO, change from 1450 kc to 1460, increase 250 w to 500 w, directional day and night; engineering conditions. Granted April 29.

Wallace—KWW, change from 1450 kc to 1450, increase 250 w to 1 kw, unlimited. Directional night; engineering conditions. Granted April 28.

**ILLINOIS**

Peoria—WIRL, increase 1 kw to 5 kw directional, on July 15, granted; 250 w, unlimited. Directional night; engineering conditions. Granted April 29.

Quincy—Quincy Broadcasting Co., 1440 kc, 1 kw directional, unlimited. Principals: Donald F. Fischer, managing editor of Quincy, QC, Inc., 80% ownership; R. E. Rouse, management interests, president; Richard E. Fischer, executive vice-president; W. H. A. Shilling, secretary-treasurer; G. G. Ferguson, management interests, treasurer. Increased from 250 w to 1kw on July 15, unlimited. Directional night; engineering conditions. Granted April 29.

**INDIANA**


**IOWA**


**KANSAS**


Salina—KSDL, increase power from 1 kw to 5 kw day, 1 kw night, unlimited, directional, on 1150 kc. Granted April 29.

**KENTUCKY**

Louisville—Louisville Broadcasting Corp., 1290 kc, 1 kw daytime only; engineering conditions. Principals: Mrs. J. E. McSavoy, Republican National Committee, representative of South Carolina, president and 51%; C. A. Robinson, pitch investment Co., representative, vice president 27%; Grant R. Watsall, Washburn. engineering conditions, 25%; J. W. Cotten, executive director, 7%. Granted April 29.

**LOUISIANA**


**MAINE**


**MASSACHUSETTS**

Brockton—Boston Broadcasting Corp., 1500 kc, 5 kw directional; engineering conditions. Principals: John J. Howard, former justice Gloucester District Court, president and 51%; D. A. Alan Martin, formerly with WOR and WBKH Buffalo, vice president and 15%; Lawrence J. Fischer, treasurer, former justice Gloucester District Court, secretary, 35%; Helen L. Haney, former insurance agent, former partner. Granted April 29.

**MINNESOTA**

Duluth—KDLA, increase power from 1 kw to 5 kw on 1320 kc, unlimited. Principals: Thomas M. W. Livingstone, owner KDLA, 51%; Kay M. Martin, owner; Martin J. Stoll, treasurer, and her husband, remaining 49%. Granted April 30.

**MISOURI**

St. Louis—KWK, increase 1 kw night and 5 kw local sunset to 3 kw, unlimited, directional, on 1520 kc. Granted April 30.

**MONTANA**

Great Falls—Pikes Peak Farmer Broadcasting Co., 560 kc, 5 kw directional; engineering conditions. Granted April 30.

**MISSOURI**

St. Louis—KWKN, increase 1 kw night and 5 kw local sunset to 3 kw, unlimited. Directional, on 1330 kc. Granted April 30.

West Point—Bob McRae, Sr., 1450 kc, 3 kw directional; engineering conditions. General Manager WCHI Columbus, Miss., 10 years. Granted April 30.

**NEW MEXICO**


**NEW JERSEY**

Jersey City—WJWM, increase 500 w night and 1 kw local sunset to 1 kw, unlimited, directional, on 1480 kc. Granted April 30.

**NEW YORK**

Albany—Hudson Valley Broadcasting Co., Inc., 590 kc, 3 kw, 1 kw night, engineering conditions. 15 years. Principals: Dr. E. C. Quinlan, account manager, 15%; president and 10%; Hyman Abrams, engineering conditions, 15%; Frank E. Cook, former general manager and 15%. Granted April 30.

**MAKING THE BEST EVEN BETTER**


**NEVADA**

Nevada—KLOO, change from 1290 kc to 1230 kc, increase 10 kw, unlimited; engineering conditions. Granted April 30.

**NEBRASKA**


**NEW MEXICO**


** roku

**MAKING THE BEST EVEN BETTER**


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**NEOBRASKA**


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Marshall Backs 'Voice of America'

State Dept. Seeks to Save Its Cultural Program

BUDGET

STATE DEPT. moved into high gear last week to defend its information and cultural programs against 'quick starvation' threatened by the House Appropriations Committee [BROADCASTING, April 28].

Secretary of State George C. Marshall prepared to give the Office of International Information and Cultural Affairs (OIC) priority second only to the Greek-Turkish loan, it was learned. He will personally approach GOP leaders on Capitol Hill to argue for extension, rather than curtailment of the informational programs, which include the 25-language 'Voice of America' shortwave overseas broadcasts.

His experience in Moscow convinced him that the 'Voice of America' can play a vital role in creating more understanding by the Soviets of American world aims. While in Moscow he had the opportunity to confer with Ambassador Walter Bedell Smith, a 'Voice of America' enthusiast since inception of the program in February.

If the House elimination of the

$31,381,220 OIC item is to be restored in the admittedly friendlier Senate, Secretary Marshall's most persuasive tactics will be necessary. Sen. Joseph H. Ball (R-Minn.), chairman of the Senate Appropriations Subcommittee, will consider the State Dept. budget, explained some of the hurdles which must be overcome in the upper chamber. He pointed out that the "point of order" techni-

cality under which the OIC was deleted in the House can be over-

ridden only by a two-thirds vote of the entire Senate. Even before that course can be taken, the full Appropriations Committee has to muster a two-thirds vote to report an amendment restoring the cut.

Half for Shortwave

William Benton, Assistant Secretary of State in charge of public affairs, said that if restoration amounts to no more than 50 per cent the State Dept. would have to abandon all of its radio activities.

Approximately half of the OIC appropriation is for shortwave broadcasting.

One bright spot from the point of view of the State Dept. was in the form of a marked public reaction in favor of the government's broadcasting programs [CLOSED CIRCUIT, April 28].

A public opinion survey by the

U. of Denver showed a majority of the public in favor of the government spending money to cor-

correct false ideas' of America abroad.

The poll showed in a national sampling that 69 per cent of the interviewees approved of the government spending money "to give people in other countries a full and fair picture of American life, and of the aims and policies of our government." The percentage of approval rose among college graduates. 84% of college graduates were 74% "in favor," while grade school graduates registered 55% approval.

The poll also established that in spite of comparatively limited publicity about the 'Voice of America' Russian-language program, 45 per cent of those questioned had heard about it. Of those who had heard about the Russian program 80% said we were reported to have approved it.

The Radio Advisory Committee of the State Dept., in a report soon to be published, has commented as follows: "Your committee believes that the 'Voice of America' should be heard throughout the world through the press, motion pictures and libraries, as well as through radio, which is our immediate con-

cern in this report. A great part of this total job is being done and in our opinion should continue to be done through private agencies since this is in the American tradition; but, where private agencies are unable to disseminate information about the United States either because of financial problems or barriers erected by various governments, it is the duty of (Continued on page 86)

news by blimp

NEWS in three dimensions is the boast of KFWB Hollywood. Regular newscasts are aired by the station. News headlines are flashcast from station on side of Taft Blimp at Hollywood and Vine Sts. Now a Goodyear blimp tours the night skies beam-

ing bulletins on specially-constructed neon tubing.

Taber Hurls Charge at OIC; Commends Private Enterprise

Bitter Blast against State Dept. broadcasting was delivered by Chairman John Taber (R-Conn.) of the House Appropriations Committee last Wednesday when he told BROADCASTING that the shortwave 'Voice of America' programs are "dangerous, subver-

sive and dishonest."

The powerful and ordinarily tac-

iturn Congressman denounced the entire Office of International Information and Cultural Affairs in a voice shaking with anger. His Committee is reported to have eliminated the entire OIC appropriation in a bill scheduled for publication today (May 5).

He charged OIC with "inef-

ciency, incompetency and deviation from our established foreign poli-

cy," adding "I have the evidence right here in my pocket." He said Department personnel had raised "incompetent" $2,000-a-

year employees to $8,000 and $9,000-a-year positions.

He was particularly angered over a 'Voice of America' broadcast to Russia of a book review of a Wallace family history by Russell Lord, The Walaces of Iowa. He said this was a clear demonstration of a lack of "co-

ordination" between various units of the State Dept., and asked "how could anyone be so stupid to per-

mit a thing like that?"

State Dept. officials had explained that the broadcast of book reviews is "standard service," and that the review of the Wallace book was scheduled for dissemination before there was any indication that the former vice president would take his much criticized European tour. The State Dept. also pointed out that it had broad-

cast news reports dealing fully with "unaccustomed agreement among American writers on the ineptness of Mr. Wallace's foreign speechmaking."

Chairman Taber, who piloted House action eliminating OIC funds, also cited Walter Lemen's Worldwide Broadcasting Founda-

tion as an example of what private enterprise could do about broadcasting for foreign consumption. Mr. Lemen is one of seven licensees who lease facilities to the OIC for the 'Voice of America' transmissions.

Mr. Lemen has been leading protagonist for complete elimination of the government from the international broadcasting field. Other licensees have acknowledged a continuing need for government participation [BROADCASTING, Feb. 24].

A milder but still significant criticism of the State Dept. foreign broadcasting activities was voiced by Senator Joseph H. Ball (R-Minn.), Chairman of the Senate Appropriations Subcommittee which is to handle the OIC budget.

Senator Ball told BROADCASTING that he was in favor of the OIC's libraries and cultural exchange activities, but added "I can't see the broadcasting end of it."

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Grant Breakdowns
(Continued from page 81)


Brooklyn—WBIX, increase from 1 kw to 20 kw, unlimited, directional, unlimited. Granted April 30.

Granby—WBZ, increase from 1 kw to 5 kw, unlimited, directional, unlimited. Granted April 30.

Poughkeepsie—WTH, increase from 1 kw to 2.5 kw, unlimited, directional, unlimited. Granted April 30.

San Francisco—KGB, 1 kw to 5 kw, unlimited, directional, unlimited. Granted April 30.


SIOUX FALLS—KELO, increase from 1250 kc to 1360 kc, 250 w, unlimited, directional, unlimited. Granted April 30.

Yochum, board chairman Ridgway, Ferry & Yocum, vice president; Mrs. A. Franco, head timebuyer Young & Hulbert, secretary. Granted April 29. Grant April 30.

Boston—WBZ, increase from 1 kw to 5 kw, unlimited, directional, unlimited. Granted April 30.

Grand Forks, board chairman David C. Bickford Slack, president; Mrs. Grace Bickford Slack, vice president; Jack E. Bickford Slack, executive vice president; Omer B. Bickford Slack, treasurer; A. C. Bickford Slack, secretary-treasurer. Granted April 30.

Greenwich—WBHJ, increase power and hours operated from 250 kw and 5 kw to only 500 kw, 1 kw, unlimited, directional, unlimited. Granted April 29. Grant April 30.


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Radio Serves in Another Emergency

Third Major Catastrophe In Three Weeks Finds Stations Ready

FOLLOWING CLOSELY on the heels of the Oklahoma-Texas Pan-handle tornado and Texas City explosion disasters, tornadoes which struck last week in the Middle West, killing 14 persons in Missouri and nine in Arkansas, found radio again on the alert. Radio news coverage was prompt and thorough.

When a twister hit the small northwestern Missouri town of Worth last Tuesday, killing 13 of the community's 223 residents, radio was on the scene quickly, although the county in which Worth is located has no stations. Both stations in St. Joseph, Mo., KRES, independently operated, and KFEQ, affiliated with ABC and MBS, dispatched wire recorder units to Worth immediately.

KRES presented a half-hour program Tuesday featuring interviews with eye-witnesses of the disaster, and followed on Wednesday with a half-hour show describing the work of the Red Cross and the state highway patrol. All KRES programs were interrupted to relay messages and bulletins from Worth, Paul Roscoe, KRES general manager, reports.

KFEQ furnished ABC with a news story for its Headline Edition and also fed KXOK St. Louis a description of the tornado which KXOK in turn gave to ABC in New York for News of Tomorrow. During the early evening last Tuesday KFEQ broadcast a running account of the disaster, including a list of the dead, and later in the evening presented interviews with eye-witnesses. Station also broadcast Red Cross bulletins.

KVAK Bulletins

On the day the tornado struck Worth, KVAK Atchison, Kan., interrupted its programs six times between 5:15 and 7:40 p.m. to broadcast news bulletins. Later developments on the tornado were presented the same evening on two regular KVAK newscasts, and additional details were given on the two days following.

WDAF Kansas City presented special bulletins with full descriptions of the tornado damage and also aired Red Cross and Salvation Army appeals for medical supplies, according to Dean Fitzer, manager. Station also announced that it would automate the tornado disaster as the information became available.

WOW Omaha received its first ticker bulletin on the Worth tornado on April 21 and it was aired on station's half-hour news roundup starting at 5:30 by Ray Clark, director of special events and chief newscaster. Shortly after this newscast the WOW special events crew raced to Worth, 150 miles away, and used a tape recorder—set up without the help of regular power circuits—to record the stories the people of the stricken community and the rescue workers had to tell. Additional "color" was picked up to add to WOW's news stories of the disaster. The WOW crew also made an early morning tour of southwestern Iowa on Wednesday to cover that phase of the storm, which had swept into Iowa after ripping through Worth.

KMA Shenandoah, Iowa, gave full special events coverage to the tornado. On the day it struck (Tuesday) the station made five broadcasts from Worth. The following day KMA aired four broadcasts from Worth and from Clio, Iowa, covering also the agricultural damage in the surrounding area. So far as KMA knows, KMA station manager, reports, "KMA was the only station which presented an interview with Mrs. Ann L. Trump, the Worth school teacher who got her 15 pupils to safety in a nearby fruit cage."

Arkansas Twister

In northwest Arkansas—almost as promptly as northwest Missouri—but with fewer killed—KPPW Fort Smith spearheaded a relief drive for clothing for victims of the twister that lashed the small community of Bright Water and swept close to Garfield, not far from the Missouri line, killing nine persons, Station Manager L. E. Garner reports.

Southwestern Bell Telephone Co., which was still strike-bound, gave priority to phone calls necessitated by the disaster, and this enabled radio stations in the area to present more complete news coverage. Although the storm locale was outside KPPW's normal primary area, the station's news bureau presented news furnished by relief crews that followed the storm in.

Another Fort Smith station, KPSA (daytime), aired its first news on the tornado at 7 a.m., Wednesday, and followed with frequent flashes as the news came in from correspondents, Jay W. Anderson, acting general manager, reports. Station also carried eye-witness accounts of the disaster and appeals for aid.

KWTO Coverage

KWTO Springfield, Mo., gave major news coverage on the Arkansas tornado, which, after killing nine persons in the northwest corner of that state, bounced northeast to near Rolla, Mo., and killed another person. Through a special line to the Springfield weather bureau, KWTO broadcast storm warnings, just as a few days earlier it had aired warnings of floods in the Lake of the Ozarks and Lake Taneycomo areas.

News department of KGRH Fayetteville, Ark., made an on-the-scene inspection of the storm damage in the Bright Water and Garfield rural areas at daylight last Wednesday. Survivors were interviewed, and the station later aired graphic reports and announced the casualty list.

NABET Gets WOR Boost, Dickers With Networks

NATIONAL ASSN. of Independent Broadcast Engineers & Technicians, having filed a 30-day strike notice April 21, quickly negotiated an agreement with WOR New York calling for a 12 1/2% increase which lifted the top scale from $108.63 to $123 a week. The new contract also contains a revised seniority clause.

Meetings with ABC and NBC, however, were not so fruitful, and will probably continue well into the week, according to NABET President Allen T. Powley.

1886 Sherwood Brunton 1947

SHERWOOD BRUNTON, prominent figure in Pacific Coast radio for 25 years, died of a heart attack at his home in San Carlos, Calif., on April 29.

He was secretary-treasurer of the Pacific Agricultural Foundation, owner of KQW, San Francisco, a member of the Las Vegas Broadcasting Co. and secretary-treasurer of Julius Brunton & Sons Co., a live-manufacturing supply firm in San Francisco.

Mr. Brunton was born June 7, 1886. With his two brothers, Ralph R. and Mott Brunton, Mr. Brunton operated KJBS In San Francisco for nearly a quarter of a century. The three brothers, together with their late father, Julius Brunton, founded KJBS in 1922. KJBS was sold a few years ago.

Mr. BRUNTON

BROADCASTING • Telecasting
Former ABC Chief in London Receives Proposed Grant for Fort Wayne, Ind.

ARTHUR S. FELDMAN, former ABC London chief and previously director of special events for NBC, and his wife are principals of a company given a proposed grant by FCC last week for a new full-time 250-w station on 1450 kc at Ft. Wayne, Ind.


Mr. Feldman is president and owns 51%, and his wife is secretary-treasurer and owns 39%, of Community Broadcasting Co., which received the proposed grant. The remaining 10% is held by James M. Barrett Jr., Ft. Wayne attorney. Mr. Feldman would be general manager and program director and his wife, Rhoda M., former executive secretary to BBC's program operations director in New York, would serve as public service director. A CBS affiliation is contemplated.

The Commission majority said Community Broadcasting and Radio Ft. Wayne should be preferred to Mr. Rodeheaver on the basis of their plans for greater participation of ownership in station affairs. The Feldman's "varied and extensive background in numerous phases of broadcasting" was an influencing factor in the majority's preference of Community over Radio Ft. Wayne.

Chairman Denny and Mr. Jett voted for a grant to Radio Ft. Wayne "because its stockholders have had experience in radio, will take an active part in the day-to-day operations of the station and because they are residents of Ft. Wayne and more closely identified with the community than are the Feldmans." Radio Ft. Wayne is equally owned by Merlien H. Smith, Army Signal and Civil Aeronautics investigator; Charles A. Sprague, WOWO Ft. Wayne transmitter supervisor since 1942, and Glenn R. Taylor, WOWO studio supervisor.

U. S. GIVES PROPOSALS ON HIGH FREQUENCIES

HIGH FREQUENCY proposals, drawn up for the Atlantic City International Telecommunications Conference by the government, were presented to industry for suggestions last Friday.

Kenneth Fry, chief of State Dept. International Broadcasting Division, opened the meeting to discuss the importance of HF broadcasting, and noted that the government for the first time is coming to an international conference as an operator.

The High Frequency Broadcasting Preparatory Committee, headed by Forney Rankin, assistant chief of IBD, has been doing the spade work in preparing American proposals for the World High Frequency Conference [Broadcasting, March 10].

Attending the Friday meeting were: B. J. Rowan, P. D. Andrews, M. L. Prescott, W. J. Purcell, all of General Electric; Royal V. Howard, Harold Ford, NAB; M. F. Duhamel, Louis H. MacDonald, Worldwide Broadcasting Foundation; R. E. White, F. M. Sloan, Westinghouse; Edward A. Chester, Robert DeHart, CBS; R. D. Guy, NBC; James A. McKenna, ABC; James P. Veatch, RCA; Kenneth Fry, Forney Rankin, Robert R. Burton, Fred Trimmer and Thomas Braacken, all of the International Broadcasting Division; and Curtis B. Plummer, FCC.

Labor Law Believed To Be 'Lost Cause'

Little Hope Seen for Getting Tough Measure Past Truman

A LABOR LAW appeared to many observers on Capitol Hill last week as a "lost cause," as forces behind Senator Robert A. Taft's labor bill gathered strength for passage of a relatively tough measure which seemed doomed to Presidential veto.

It was expected that Senator Taft would be able to muster a majority for passage, possibly late this week, of about 59-31. His bill [Broadcasting, April 28] may carry amendments to:

1. Prohibit nationwide bargaining.

2. Prohibit "coercive" practices by unions, such as secondary boycotts.

3. Provide for additional mediation facilities.

Passage of the bill by such a majority, however, would not provide the two-thirds needed to override expected White House veto. The fight against a "tough" labor measure was spearheaded by these Senators: Wayne Morse (R-Ore.); H. Alexander Smith (R-N.J.); Leverett Saltonstall (R-Mass.); Henry Cabot Lodge Jr. (R-Mass.); Raymond E. Baldwin (R-Conn.); Charles W. Tobey (R-N.H.); John S. Cooper (R-Ky.).

Conditional Grants Outlets; 7 Go to

Conditional grants for 11 new FM stations—ten Class B and one Class A—were announced by FCC last week.

Seven, all for Class B operations, went to standard broadcast licensees or permittees: WDBO Orlando, WJZ New York, KYML Monroe, La.; WGCW Gulfport, Miss.; KCOR San Antonio; WPDX Clarksburg, W. Va., and WIRE Lawrence, Kan. (now authorized to move to Topeka).


Class A conditional grant went to Reidsville Broadcasting Co.

Ownership non-AM affiliated grantees:

- Lynco County Broadcasting Co.—Principal: George Lewis, with WCAU Philadelphia; president and 20%; John T. Kellher, contractor, vice president 19%; David P. Guillet, with WCAU, vice president 20%; Victor C. Wise, engineering and auditing business, secretary-treasurer 29%; Joseph T. Connelly, WCAU program director, director 29%.

- Mercury Broadcasting Co.—Solely owned by County Williamsburg Insurance, flavor manufacturing and mail order companies.

- Plains Empire Broadcasting Co.—AM affiliation also granted. See story page 83.

- Reidsville Broadcasting Co.—Owned by W. M. Oliver and C. R. Oliver, associated with daily Reidsville Review.

HYDE & McNAUGHTEN

BACK FROM FLYING TRIP

FCC'S FLYING DUO, Comr. Rosel H. Hyde and K. Neal McNaughten, Standard Allocations Section chief, returned to their desks last week following brief but "encouraging" Havana and Mexico City conversations on engineering problems mutual to the U. S., Cuba and Mexico and other signatories to the North American Regional Broadcasting Agreement [Broadcasting, April 14].

Objective of mission was to encourage adoption of the more modern U. S. standards of good engineering practice in relation to international broadcasting problems, including uniform measurement of potential interference. A present working agreement is sought which also later would be included in the 3d NABRA technical proposals conference scheduled for Nov. 1 in Havana. Such an immediate working agreement is held to be of benefit to all parties.

Talks are to be continued informally on the side at the World Telecommunications Conference beginning May 15 at Atlantic City.

Plenipotentiary meeting on 3d NABRA is now expected to commence in mid-August 1948 in Canada, possibly Quebec. The 3d NABRA expired March 29, 1946, and the present Interim Agreement is effective until March 28, 1949.

KFH SELLS MOST... WHERE IT COUNTS MOST

BMB says KFH provides more listening in its highly intensive area (50% to 100%) and sales. Management estimates maximum buying income of this area some 13 to nearly three-quarters of a billion dollars.

That's just part of it — You'll find a much higher buying income in the balance of the coverage area. People with real buying power make up the listener audience of KFH.

Concentrate your advertising in this rich market covered by KFH, "That Selling Station for the Southwest."
Cutler Quits Government
Post to Join Legal Firm

JOHN WARD CUTLER, who
resigned effective May 1 as
general counsel of the Office of
Alien Property, Dept. of Justice,
has joined the Washington, D. C.
firm of Foote and Taylor (Edward
A. Foote and Sublette G. Tay-
lor). The firm, whose offices are
at 1028 Connecticut Ave., N. W.,
henceforth will be known as Foote,
Taylor and Cutler.

Mr. Cutler entered government
service in September, 1942, as legal
consultant in the legislative section
of the Office of the Alien Property
Custodian. He was named general
counsel after the Office of Alien
Property was transferred to the
Dept. of Justice in October, 1946.

TRANSFERS and assignments af-
fecting seven AM and two FM
stations were approved by FCC last
week. Five involved sales prices
totalling about $80,000. Four car-
rried no cash considerations.

They were:
WDEV Waterbury, Vt. (550 kc,
1 kw)—Assignment of license to
Lloyd E. Squier, surviving partner
of Lloyd E. Squier & William E.
Ricker, licensee partnership. Mr.
Ricker was reported missing in
World War II and has been pre-
sumed dead. Consideration for his
interest was $35,000. [BROADCAST-
ing, Feb. 24].

KORN Fremont, Neb. (1400 kc,
250 w)—Sale of station by Ne-
braska Broadcasting Co. to Inland
Broadcasting Co., licensee of
KENN Omaha, for $20,000 (Com-
missioner C. J. Durying voting for
hearing.)

Arthur Baldwin, controlling stock-
holder of Nebraska Broadcasting,
is also an Inland stockholder and
part of the purchase price is in Inland stock. KORN was
authorized to move to Lincoln, and
Inland received a grant for a new
100-w station on 1340 kc at Fre-
ment, to replace KORN there.
(See page 81).

WHAL Shelbyville, Tenn. (1400
kc, 250 w)—Sale of General
Manager Robert W. Rounsaville’s 25%
interest for $15,000 to his part-
ners: J. O. Fly Sr., George F. Fly,
and Harvard P. Smith [BROADCAST-
ing, March 31]. Mr. Rounsaville
owns WBAC Cleveland, Tenn., and
51% of WBEJ Elizabethton and
WKSJ Pulaski, Tenn. He continues
as WHAL manager for one year.
He also is manager of WGRV
Greeneville, Tenn., and application
is pending by which he would ac-
quire 50% of that station as a gift.
Commissioner Durr voted for hear-
ing on the WHAL transaction.

KSYL Alexandria, La. (1400
kc, 250 w)—Acquisition of busi-
ness interest in permittee firm by
Harold Wheelahan, WSMB New Orleans
vice president and general man-
ger, from Marvin Glazer. Purchase
price is approximately $7,000
[BROADCASTING, Nov. 25].

Sylvan Fox owns the remaining 50%
interest. New licensee name is Ra-
dio Station KSYL.

WDAR Savannah, Ga. (1400 kc,
250 w)—Assignment of license
from A. C. Neff to WDAR Inc.,
of which Mr. Neff owns 90%.
Nephew K. Clark acquires the re-
maining 10% for $3,000. [BROAD-
casting, Feb. 4].

WHLI and WHNY (FM)
Hempstead, N. Y.—Assignment of
construction permit and FM con-
ditional grant from Elia Godof-
sky to FM Broadcasting Corp.,
wholly owned by Mr. Godofsky.
WHLI is authorized to operate with
250 w on 1100 kc, day only.

WKAT and WKTAM Miami Beach—Assignment of licenses
from A. Frank Katzenin to
WKTAM Inc., by which he owns
WKAT is assigned 1360 kc with
5 kw day and 1 kw night.

Marshall Speech
(Continued from page 88)
the United States Government to
see that the voice of America is
heard. Whether we dissemi-
nate news about ourselves or not,
news about the United States will
be disseminated . . .

Included in the committee are:
Mark Ethridge, publisher of the
Louisville Courier-Journal and
past NAB president; Don Fran-
cisco, vice president and director
of the J. Walter Thompson Co.;
Gardner Cowles Jr., publisher,
Douglas Register and Tribune,
president, Cowles Broadcasting
Co.;
Roy E. Larsen, president of Time
Inc.;
Professor Hallasswell, School
of Law, Yale U.;
Sterling Fisher, assistant public service counsel;
NBC; Edward R. Murrow, vice
president, CBS, and the Rev.
Robert I. Gannon, president,
Fordham U.

Justin Miller’s Views

NAB President Justin Miller, in
a letter to Mr. Benton, recently
said: “. . . Private broadcasters
in this country cannot carry on
international broadcasting on any
widespread basis because of finan-
cial limitations . . . we may as well
face frankly the fact that if the
United States is to hold its own in
a world of conflicting political and
economic philosophies there is need
for immediate action. This being
true, the only possibility which I
see is that you secure appro-
priate funds from Congress . . .
The government is making good
use of a portion of our vast public
and commercial facilities to help tell
a complete and coordinated story by
radio to the rest of the world.
This liaison is healthy and we
hope it will continue.”

Commission Issues Its Approvals
For Nine Station Transactions

NEW YORK • CHICAGO
America’s Oldest School Devoted
Exclusively to Radio Broadcasting

Comprehensive Day and Evening
Courses in all phases of Radio
Broadcasting taught by Network
Professionals. Moderate rates.

Send for free Booklet B.
Approved for G.I. Training

CHNS
HALIFAX
NOVA SCOTIA
IN TWENTY YEARS,
PIONEER TO LEADER;
FROM 1000 WATTS
TO 5000 WATTS—SOON!
JOS. WEEDE & CO.
350 Madison Ave., New York
Know What We Can Do
ASK HIM
The BAIERY, acting chief of allocations of the FCC Engineering Development and Standards Broadcast Division, has resigned to join the Washington consulting engineering firm of Harold B. Rothrock & Co., of which he was an associate. Mr. Rothrock, effective May 10.

Mr. Bailey, for approximately 14 months during the period when FCC instituted its "five a day" hearing plan in an effort to clear away the backlog of cases which accumulated during the wartime freeze, was named acting chief of allocations last Jan 1.

Mr. Bailey is a native of Tower City, N. D., and a graduate of North Dakota State College. He was engaged in graduate training at Westinghouse Electric & Manufacturing Co., for approximately six months, during which time he was also associated with KDKA, Pittsburgh.

He then served as general manager and chief engineer of several Western stations including WDAY Fargo, KGXY Sidney, Mont., and KOVC Valley City, N. D., of which he was the original licensee. He later was general manager and chief engineer of KFAM St. Cloud, Minn. for about three years, and assisted actively in the development of the Minnesota Radio Network.

He joined in 1940 serving at monitoring stations and transferred to the Standard Broadcasting Division in Washington in July 1945.

GRANT FOR ALLENTOWN STATION IS PROPOSED

A GRANT to Allentown Broadcasting Corp. for a new 250-watt full-time station on 1230 kc at Allentown, Pa., was anticipated by FCC in a proposed decision released last Thursday.

Mutually exclusive with the projected Allentown operation, the following applications were proposed to be denied: WEST Eaton, Pa., to change from 1400 to 1230 kc with 250 w, and Easton Publishing Co. and Steel City Broadcasting Co., for 250-watt stations on 1230 kc at Easton and Allentown, respectively.

The Commission concluded that Allentown needs an additional station more than the existing one in order to provide effective service to the community.

The proposed grantee is headed by Lewis Windmuller of Washington, D. C., who with his wife owns "49." He has extensive radio communications and broadcast experience, including work as radio consultant and as technical advisor of the "American Family Robinson" network series.

FRANCIS C. EIGHTHEWY

F. C. EIGHTHEWY, general manager and secretary-treasurer of the Lee stations, KGLO Mason City, Iowa, and WTAD Quincy, Ill., died in Mason City last week. He was 48.

Mr. Eighthewy helped organize KGLO in 1936 and was a partner in the acquisition of WTAD in 1944. For the last two years he served on the affiliate advisory board for CBS' Sixth District.

Mr. Eighthewy was born July 16, 1903. After being in the engraving business from 1925 to 1930, he joined Frank A. Himling Adv. Agency, Chicago, in 1931. From 1932 to 1936, he was sales manager for WHFB Rock Island, III., with the Rock Island Argus. From there Mr. Eighthewy moved to KGLO.

Alemán (Continued from page 16)

Office of International Information and Cultural Affairs gave a continuing and blanket report of the Mexican President's activities to the whole world. His address to Congress was re-broadcast to all corners of the world by the 25-language "Voice of America."

Russe held a complete spot news coverage of the "good neighbor" program.

President Alemán's address to the Congress stressed U. S.-Mexican unity and was dramatized later on Thursday by a joint announcement from the two Presidents that their countries would soon sign an agreement which will pave the way for new commercial credits to Mexico, as of a joint program to stabilize Mexican economy.

President Alemán's address was given to the House chamber by TV and radio equipment, installed on the same pool arrangement which has been in effect on three other occasions when video covered joint Congressional sessions. Commentator Rich-ard Harkins did the running commentary which kept television audiences informed on the "who's who" of the colorful spectacle-first telecast of a foreign official speaking to an American Congress.

Prominent in state activity as secretary of the Iowa Aeronautical Commission and identified with War Bond activity, Mr. Eighthewy was a consultant to Iowa representing the national defense committee of the NAB.

GE's Shreve Elected C. of C. President

EARL O. SHREVE, vice president of the General Electric Co., was elected president of the U. S. Chamber of Commerce at a meeting of the Chamber's board of directors in Washington May 1.

Mr. Shreve began his career as a railroad station agent and telegrapher at Harrisburg, S. D., at the turn of the century. He joined GE as an engineer recruit and rose to become manager of the firm's industrial department at Schenec-tady, vice president in charge of sales and eventually vice president of GE. Mr. Shreve became president of the U. S. Chamber of Commerce in 1943.

Meanwhile, the Chamber, indicating its interest in world communication problems, adopted a resolution last Thursday that the subject of an overseas information program be studied further "before action is taken. The resolution grew out of ongoing daily discussion over Congressional action threatening a State Dept. appropriation for cultural and information activities.

Ball Address

Senator Joseph H. Ball (R-Minn.), addressing the Chamber Thursday afternoon, said "there are too many on both side of the labor relations picture who seem to have forgotten the fundamental meaning of freedom." One of the reasons the nation is facing very difficult problems today, he said, "is because we have waited far too long to make obviously necessary changes in our national labor policy. We live in a dynamic society. A free society must change or it is on the way out, and the function of government in a free society is to adjust the laws, the rules which are supposed to provide substantial equity for all groups to those changes in free society."

Senator Ball referred to the closed shop as "the purest kind of monopoly" but said the "probable result of the present mess in our labor relations is as much the fault of employers as it is of union leaders. . . . A great many employers have welcomed the closed shop because it is a lot easier to deal with one business agent who has tight control over his members than it is with a group of free American employers."

for low-cost advertising in BEAUMONT

TEXAS

Coverage in

BMB Daytime

8 Texas Counties

4 Louisiana Parishes

embracing

500,000 people

KRIC

REPRESENTED BY THE BAEHANN COMPANY

BEAUMONT, TEX. 250W. 1430Kc.
Established 1938

Hon. James West
H. W. Kastor & Sons
Chicago, Illinois
Dear Jim:
**Classified Advertisements**

**Situations Wanted (Cont'd)**

Wanted—A man to train for an opening in our sales department. He must have previous experience in the field and possess excellent references for background. CBS affiliate in town. Write Box 344, BROADCASTING.

Wanted—Combination announcer first class. 1-100 watt. Good offer. WYHT—Windsor, Ontario.

Wanted—Combination announcer first class. 1-250 watt. WYHT—Windsor, Ontario.

**Situations Wanted**

Topflight sportscaster available: play basketball, baseball especially. Veteran, married, disc and Announcer, Box 238, BROADCASTING.

Signal looking for card executive. Experience in network and general announcing. Box 37, BROADCASTING.

Personnel manager wanted for progressive network affiliate in eastern market of 300,000. Good ideas necessary. College training preferred. Salary comparable to above. Box 323, BROADCASTING.

Engineer—Maintenance with a first class radio license. Company wants experienced engineer with a first class radio license. Minimum requirements: legal license New York. Good opportunity for an experienced engineer. Box 337, BROADCASTING.

Announcer—250 watt. No experience necessary. Established with a 250 watt FM Station. Experienced a plus. Box 326, BROADCASTING.

Costume designer wanted. Good opportunity. Apply to Box 329, BROADCASTING.

Engineer—Station engineer with experience. Under $1000 a month. Residential. Box 330, BROADCASTING.

Chief engineer—Wants assistant. Good opportunity for a chief engineer. Over $300 a month. Box 320, BROADCASTING.

Manager—Possibly the position of chief engineer with progressive network affiliate. Experience in the broadcast business. Box 321, BROADCASTING.

Chief engineer—Wants assistant. Good opportunity for a chief engineer. Over $300 a month. Box 320, BROADCASTING.

Manager—Possibly the position of chief engineer with progressive network affiliate. Experience in the broadcast business. Box 321, BROADCASTING.
Situations Wanted (Cont’d)

Ha! Styles may solve your problem with a young, ambitious, capable man, reliable or non-reliable, who thoroughly grounded for eight or more months by radio station. Or you can buy an announcing, newscasting, control operation and a continuing trunk wire Ha! Styles, Ha! Styles’ School of Broadcasting, 608 Wilshire Blvd., Beverly Hills, Cal. Announcer, Excellent knowledge and morals. Very good in all news, commercials and news. AFRTN experience. Graduates leading announcing. We will travel. Box 235, BROADCASTING.

If you want combination Ken Carpen- ter, KUOK, Oklahoma City. Don’t bother, I’m not good enough, and you can’t afford it. I have a lot of hardworking, competent, dependable people who will graduate at your radio school City, I am to do this job. Box 247, BROADCASTING.

Announcer, experienced, veteran, 2½, unmarried. Not good for smooth self-confidence. Best to write. With control board, disc shows. Bernard Melend, 1611 Carroll St., Brooklyn, N. Y.

Your staff vacancies may be filled by our complete句子... changed women who have been trained-by-doing. Announcers, script writers, actors, producers and control room operators. 850 hours of intensive training. Ambitious young people with fresh ideas, well-trained and drilled in the latest script ideas. Write or write Institute of Radio Broadcasting, 2900 N. Highland, Dallas 22, Texas. Do you have a place in your organi- zation for a man who will entertain your audience with your interest in the best of talent? Write to this address. Seven recent graduate radio school. Contrast results, Photo and type available. Box 383, BROADCASTING.

ANNOUNCER-SALESMAN from staff an- nouncer to salesmen. Has worked 1½ years in 1 network affiliate in one year. Age 23, excellent work. Recently graduated Marine officer. Available June 1, I can start any assignment. Checking ability. All inquiries answered. Box 334, BROADCASTING.

Chairman, eleven years broadcast. Thoroughly experienced all phases in- cluding construction of studios in the east of west. Box 335, BROADCASTING. Station manager or commercial man- ager and have good experience. Available. Two years experience. Shows most of the answers: congenial, hard hitting go-getter. Good single, earning last position after ten years of service. Prefer to work in the east. Box 336, BROADCASTING.

ANNOUNCER—J. Y. Pasquale, S. Atlantic Opera Board. Prefer South Atlantic or eastern California. Box 338, BROADCASTING.

Boxed—Limited experience—Two years, Fifteen. Personal Service, Box 413, Philadelphia.

former Air Force radar technician. Now in my first class, and in training for air traffic. Desire position in west or south. Con- tact Lester Vail, 1234 S. Main St., Amarillo, Texas. 

I, a "personality" planner, will design and record shows. Specialty. Also, I have a great deal of my years experience. I have several original, recorded programs. I can go anywhere with graduate with wide business back- ground. Can assist (part-time)? With time available. For several single, reasonable. Go anywhere for best offer. Michael Murphy, 7Q4, 222 N. Place, Hollywood, Calif.

Position wanted. 3½ years Seafood, 1½ class phone, Class A amateur. 7 years radio design. Would like to get in touch. Write R. B. Reswe, 1216 Cruger Avenue, YCT.

First salesman—Ten years radio. Ex- ceptional sales record. Married, Box 142, BROADCASTING.

Experienced announcer-writer. KX-GR, dependable, ambitious. Not in Who’s Who, but trying. Desirous of a position in S. or Oklahoma, but will consider any- thing that comes along. I am to have a job to offer? Reply Box 347, BROADCASTING.

Staff announcer. Excellent commenta- tor and sports announcer. Work in news, commercials, disc jockey. Also, write scripts, copy, immediately. Box 348 BROADCASTING.

Announcer, ad-lib man, continuous writer, veteran. Twenty years. Will accept any quest, write Litton, 607 Grand Avenue, Norfolk, Neb., March 20.

Colorado only: Writer-announcer, after June 5, Letter and phone immediately; please interview. Box 349, BROADCASTING.

For Sale

Fresno 8T-7B portable recording amplifier like new. Immediate delivery. First $225 take it. Box 251, BROADCASTING.

For sale: Type 4241 Winchanger Tower, 150 feet, complete with guy wire hard- ware. 1000 all weather cables, steel poles and table for mounting this equipment. System can serve. Set of equalizers, recorder complete with microphone. This equipment has been in use under certain conditions. Will sacrifice. Write Wm. Loussaberry, WRCB, Chattanooga, Tenn.

Radio station under construction in rapidly developing Pacific Coast town County 1032, St. Helens, Oregon.


Radio station under construction in rapidly developing Pacific Coast town. County 1032, St. Helens, Oregon.

Grants

(Continued from page 18) move from 1450 to 1470 kc and raise power from 250 w to 1 kw (DA).

KZB Muskegon, Mich. (ABC, MBS), which won a Supreme Court decision over FCC in famed Ash- backer-Fetzer case but lost in FCC hearing, was granted a 1½ kw and 1 day and 1 kw day (DA) at night.

WMAZ Macon, Ga. (CBS affili- ate), increases from 5 to 10 (DA) on 940 kc.

WJJ Portland, Ore. (United-Pacific affiliate) goes from 1 to 10 kw (DA) on 1080 kc.

Mobile (Ala.) Daily Newspapers Inc., publishers of the Mobile Register, are granted a grant for Mobile’s fourth outing, a regional on 1480 kc with 5 kw (DA).

M. J. E. Messery, Republican National Committee of South Carolina, principal stock- holder (51%) of a company given a grant for Louisville, Ky.’s sixth station, a 1-kw daytime outlet on 1575 kc.

A third station for Amarillo, Tex. was authorized in a grant for 940 kc with 1 kw (DA) to a company interested in programming it as an affiliate of KASA Elko, Okla.

A fourth outlet to Rochester, N. Y.’s fifth outlet was authorized to a company principally owned by stockholders of WGST New Castle, Pa.

Darroll A. Cannon, former man-ager of KGKO Ft. Worth, was granted a new station at Wichita Falls, Tex., on 990 kc with 5 kw day and 1 day night (DA at night).

WHK Columbus, Ohio (MBS affili- ate) increases on 1040 kc to 10 kw (DA).

Baseball Commissioner A. B. (Happy) Chandler, former Ken- tucky Governor and one-time Senator, heads a grantee company for a new station at Versailles, Ky., on 590 kc with 1 kw (DA). KCRA Sacramento (NBC affili- ate) moves from 1340 to 1320 kc and raises power from 250 w to 1 kw (DA).

Sioux Falls Change

KELO Sioux Falls, S. D. (NBC affili- ate), acquired by Sam Fante Jr. in the separation from KSEO under the duopoly rule, moves from 1230 to 1300 kc period and increases from 250 w to 5 kw (DA at night).

KTOK Oklahoma City (ABC affili- ate) switches from 1400 to 1000 kc and raises power from 250 w to 5 kw day and 1 kw night (DA at night).

A new station at San Fernando, Calif. to operate on 1260 kc with 1 kw (DA), was granted to a group headed by J. G. Paltridge, former KFI Los Angeles promotion manager.

A fifth station at Des Moines was authorized in a grant to Des Moines Broadcasting Corp. for 1150 kc with 1 kw (DA).

Dr. Charles W. Mayo of Mayo Clinic and his wife are principals in a company granted 970 kc with 1 kw (DA) for a new station at Rochester. Minn.

AFL

(Continued from page 18)

Grants

(Continued from page 18)

The daytime program will be written by and coordinated by Eleanor Abbey, George Heller, Phyllis Perman, Peter Lyon and George Zachary, assisted by Oliver Nicoll and Niki Burnett. The Hollywood unit, as yet unfilled, will be coordinated by George Zachary, who leaves for the West Coast this week. A Wash- ington group will also be organ- ized to handle radio talks from the capital. The AFL radio unit in the new radio enterprise are George Means, secretary-treasurer of AFL, and Phillip Pearl, public- head.

The first broadcast of the AFL en- tertainment union’s committee day- time dramatic story on May 6 on ABC to combat the anti-labor bill will feature Frederic March and his wife Florence Eldridge, and was written by Eleanor Abbey and di- rected by Lester Vail.

It was reported the Ed Byron, George Heller, the entertainment Union’s committee in cooperation with the AFL may buy time on Mutual for a series of talks.

General Mills Renewes

GENERAL MILLS INC, Minneapolis (four, cereal), has renewed its Fine Star Hour daytime serials Mon.-Fri., 1-2 p.m. (CDST) on NBC, with 52-week contract placed through Knox Reeves and Dancer-Fitzgerald-Sample.

FOR SALE

WESTERN STATIONS

One of the West’s longest estab- lished stations with a masthead and major earnings plus a fine potential. Price, $400,000.00.

A small market station—250 watt fulltime independent located in a rich beautiful California city. Price—$65,000.

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D.C.

San Francisco

James W. Blackburn

Ray V. Hamilton

1012 New Hamp-

235 Montgomery St.

National 7460

Exhreek 5672

May 4, 1947 • Page 89
NAB Radio Selling Drive Is Organized

Jones, Linkroom and Morrison Named to Committee

FIRST radio - promoting - radio phase of NAB's public relations movement, a long-term project designed to show the public advantages of the democratic system of broadcasting, was set in motion last week when NAB President Justin Miller appointed a committee of three to aid in producing a series of transcripts for station use.

Named on the committee were three Washington broadcasters: Meine S. Jones, WOL general manager, chairman; Richard L. Linkroom, WTOP program director, and Robert Morrison, head of the NBC Recording Division in Washington.

The committee is charged with the duty of providing production and recording facilities as well as program advice. Program production will come under the direction of Harold Fair, new program department head, who took over his office last week. Mr. Fair formerly was program director of WHO Des Moines. He began his duties a fortnight ago at the Kansas City NAB Area C meeting. Participating in the project also will be Robert K. Richards, Director of Public Relations.

The transcription campaign was authorized by the NAB board at its January meeting in San Francisco. General plans call for a series of transcripts such as Judge Miller but the series may be augmented by programs showing radio's achievements.

WOKO Albany, Facing Deletion, Files New Plea for Continuation

A NEW PLEA for reorganization and continued operation was filed with FCC last week by WOKO Albany, now facing deletion Aug. 31 on grounds of concealment of ownership [Broadcasting, April 14].

The station petitioned for modification of the Commission's deletion order and for permission to file a new application to show Harold E. Smith selling his 255 shares of stock to WOKO Inc. (licensee) for $160,000, and resigning as general manager.

Mr. Smith was found by the Commission to have aided in the concealment of a 24% interest held by former Radio Commissioner Sam Fickard. The sale and resignation was ineffective within 30 days after FCC modified its order to delete.

WOKO also proposed to offer 260 shares of non-voting stock to employees on the station if available after two years of service and one share for each year thereafter, up to 12.

These plans, WOKO told the Commission, were intended "to eliminate from the corporation any and all evil-doers responsible for the position in which [WOKO] now finds itself."

The station asked FCC to permit WOKO to continue its service and yet serve notice that "leniency in dealing with false statements and concealment of facts can no longer be expected from the Commission.

A modification of the deletion order and grant of the amended applications, the station argued, would "avoid considerable needless expense as well as time and effort which would necessarily be incurred and involved if it became necessary to file a new application for a construction permit and to be forced into a hearing involving other applicants seeking the facilities of WOKO.

Action Deferred

In ordering the station to terminate operations, FCC deferred action on an already-heard application of Van Curler Broadcasting Corp. for WOKO's 1460 ke regional assignment. The Commission said it would accept new applications for the frequency until June 1.

WOKO's new reorganization bid goes farther than the one denied by FCC in its April order. This latter involved exchange of Mr. Smith's voting stock for non-voting shares—and resignation of Mr. Smith as an officer and director but not as general manager. Raymond M. Curtis would then have control (255 shares) and the rest (250 shares) would be held by Press Co., publisher of the Albany Knickerbocker News.

Under the new plan, $50,000 of the $160,000 purchase price for Mr. Smith's shares would be paid upon FCC's modification of the order, $56,000 by note payable six months later and $55,000 payable 18 months later. The petition was filed by Samuel Jacobs, Albany attorney and WOKO secretary.

FCC Authorizes Four New AM Stations in Final Decisions

FINAL DECISIONS were handed down by FCC last Monday authorizing a sixth AM outlet for Milwaukee; a second for Chester, Pa.; a fourth for Peabody, Colo., and the first for Danville, Ky.

1. Grant to Key Broadcasting Corp., for a full-time station at Baltimore on 750 kc with 1 kw, and to James M. Haddie for 250 w daytime operation and 740 kc at Chester, Pa., and denial of Patrol Delachais's plan to use 740 kc at 250 w Chester [Broadcasting, April 7].

2. Grant to Pueblo Radio Co. for a full-time station at 1230 kc, principal股东 of D. Roderick, owner of KDOW, and chief stockholder in several other Southwest stations operated [Broadcasting, March 19].

3. Grant to Commonwealth Broadcasting Corp. for a new station at Danville, Ky., on 1230 kc, conditioned on Commonwealth's applying for 200 kw instead of 100 kw. Danville Broadcasting will handle the application for the same facilities was denied [Broadcasting, June 12].

Key Broadcasting is owned by 10 business and professional men with George E. Hull as president and William R. Burrier, engineer with Westinghouse Electric & Manufacturing Co., to be general manager. Mr. Fissdale, Chester grantee, is an engineer formerly of WIP Philadelphia. Pueblo Radio Co. is headed by Dee B. Crouch, Marine veteran (about 8.7%) and is controlled by Mrs. Zula Seaton, his mother (about 56.5%), Commonwealth Broadcasting, at Danville, is headed by William T. Isaac, tobacco company sales executive (25%) and its chief stockholder is James D. Russell, former president of Kendum Division of General Electric Co. (50%, including 1 held by his wife).

WREX, MOUNT VERNON IN MILWAUKEE GRANTED

AN ORDER granting Midwest Broadcasting Co. a new 5 kw full-time station on 1250 kc at Milwaukee and WOKO granting WREX, Lawrence, Kan., to move to Topeka and operate with 5 kw day and night on 1250 kc, sharing with KFKU, Lawrence, was announced by FCC last Friday.

The action came after WREX proposal was condition to Midwest's request that KFKU also be granted an AM station in Topeka.

Ever see a Spartan sell Tractors?

Farmer Cliff Gray sold 57 units of Ford-Ferguson tractors and Mercury and Ford cars within 60 days on his Monday through Saturday program, "The Piedmont Farm Hour". The average price of these 57 tractors and automobiles was $1500. Total sales: $55,500.

WSPA

Spartanburg, South Carolina

300 watts day and night, 650 kc. hg by Hugleberry
CBS Studios for the SPARTANBURG-GREERVILLE Market

Page 90 • May 3, 1947

District 2 of NAB Meets in New York

A TWO-DAY MEETING of NAB District Two, comprising New Jersey, will be held at New York's Waldorf-Astoria today and tomorrow (May 5-6), with Michael R. Hana, general manager of WHCU Ithaca and District 2 president.

This morning's session will open with an FM discussion by Robert T. Bartley, NAB FM director; Leonard Asch of WBCA Schenectady, new president of WAB New York and John V. L. Hogan of WQXQ New York. A. D. Willard Jr., NAB executive vice president, will discuss "The New Structure and Enlarged Activity of NAB." Dr. Kenneth Baker, NAB director of research, will speak on "The NORC Survey of Public Opinion of Radio." Sunday, Mr. Botteme Parkers, vice president in charge of public relations, NAM, will address the luncheon session on "The Public Relations of Public Relations."

The same situation will be taken up this afternoon by Theodore C. Streible, president of WOR New York and chairman of the NAB Music Advisory Committee, Mr. Streible, president of WJTN Jamestown, and C. Allen Brown, NAB assistant director of broadcast advertising. The rest of the morning's agenda will feature talks by NAB President Justin Miller on "Radio Broadcasting and Public Relations," and by NAB general counsel Don Buettig.

The afternoon session calls for discussions by Hugh Feltis, BMB president, and representatives of ANA and AAAA; and Richard P. Doherty, NAB director of employer-employee relations.
NAB Roanoke

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a resolution endorsing BMB's survey or plans for a second study despite a strong statement on behalf of the audience plan by Linneia Nelson, chief timebuyer, J. Walter Thompson Co., who told how advertising agencies are utilizing BMB figures in placing business.

Miss Nelson said agency timebuyers regard station claims based on BMB figures as bearing a "seal of approval." She described in detail several campaigns placed by her agency on the basis of BMB coverage data, which in many cases have shown that stations are doing a better job than other coverage methods reveal. "I hope we never have to be without BMB material," Miss Nelson said. She appeared as a representative of the AAAA.

Further BMB Praise

J. Harold Ryan, NAB and BMB director, said broadcasters must equip themselves with the "best tools to get business" as operating costs continue to rise. He said BMB has brought agencies, advertisers and broadcasters closer.

Much of the Monday and Tuesday sessions followed the line of past area and district meetings. A. D. Willard Jr., NAB executive vice president, described association activities, now that the executive staff had been completed. He urged stations to support the uniform time bill, reviewed work of departments and reiterated that freedom of radio depends on financial stability and conversely financial ability depends on freedom of radio.

At the Tuesday small market session Hugh Potter, Womi Owensboro, Ky., and District 7 small market chairman, presided. Participating on the platform were Robert Macdonald, WMBN Mason, O., and R. Sanford Guyer, WTBM Danville, Va., executive committee members, and John W. Shultz, WMVA Martinsville, Va., District 4 small market chairman. Frank E. Pellegrin, Director of Broadcast Advertising, pointed out NAB services to small stations and reviewed means of increasing business, especially in the field of selling. He suggested readjustment rates, better copy, group selling and sale of newscasts.

Mr. Mason suggested methods of developing community leadership by participation of the station and personnel in community movements.

Carl E. Ductett, WBBO Galax, Va., and Walter Mason, Windsor, WDVA Danville, Va., took part in discussion of operator requirements, criticizing present FCC standards.

Judge Justin Miller, NAB president, reviewed principal broadcast problems and regulatory developments. He told stations to become public relations conscious and disclosed plans to be developed under direction of Robert K. Richards, new Director of Public Relations. He also urged stations to editorialize.

"Some of these days the Mayflower Decision is going to be taken off the books," he said, reminding that the First Amendment of the Constitution protects broadcasting just as it protects newspapers. Broadcasters definitely have the right to edit, he said. How far they go is up to them, he added. He insisted their qualifications are at least as high as those of newspapers.

Hugh Feltis, BMB president, gave his review of the bureau's work. Kolin Hager, SEAC, described the copyright bureau's activity in the music field. Carl Havelin, new BMI president, told of the music licensing agency's activities.

Mr. Doherty's Statement

Mr. Arnoux, serving as chairman of the Monday proceedings, introduced Harold E. Rivers, WJAC Johnstown, N. C., chairman of the District 4 Employee-Employer Relations Committee, who in turn introduced Richard F. Doherty, NAB department head.

"We haven't solved the problems of America by running to the Government," Mr. Doherty said in calling on stations to devote close attention to labor relations. He warned that unions will not become more static, and that in case of a business recession the unions will re- cede on wage demands and concentrate on working conditions, guaranteed employment conditions and other demands. He outlined departmental services and closed with a question-answer session. Kenneth H. Baker, NAB Director of Research, gave his illustrated talk on the NORG public opinion survey of broadcasting.

At the Monday afternoon Sales Managers Clinic Ollie L. Carpent er, WPTF Raleigh, and Harry Camp, WGB Brownsville, Districts 4 and 7 sales managers chairman, presided jointly. Frank E. Pellegrin, NAB Director of Broadcast Advertising, outlined NAB sales and advertising services.

When Mr. Camp reviewed advantages of the Standard Contract Form, Lester L. Gould, WJNC Jackson, N. C., said that local advertisers object, a covering letter can explain that the contract is subject to these standard conditions.

Dual Protection

J. Dudley Saumeng, WIS Columbus, Ohio, pointed out that the standard provisions protect both advertisers and stations.

Mr. Pellegrin recalled difficulties experienced by timebuyers in placing business because of lack of standardization in contracts and said 128 different forms of contracts were found in a study.

Judge Miller asked if a station could use the standard contract for national business only. Mr. Pellegrin said the station could do this if it wished. Judge Miller added that if he were a station attorney he would take a chance on signing the business without the contract.

Mr. Pellegrin explained the Joske clinic reports and noted two new reports, covering promotion and test projects, had gone to the printer and would be available soon.

Mr. Carpenter reviewed the local-national rate problem. John Sinclair, WBRW Welch, W. Va., asked if a station planning to adopt a single rate should raise the lower rate or lower the higher rate. Mr. Pellegrin said it depended on the particular situation.

The clinic adopted a resolution which skipped the single-rate issue but endorsed use of the terms "agency," and "retail," instead of "national" and "local."

Monday Banquet

Radio is getting kicked around, Sol Taishoff, editor and publisher of Broadcasting, told the Area G banquet Monday, listing a series of "we don't like" which are obvious, and a series which aren't so obvious. Mr. Arnoux, toastmaster, introduced the speaker of the evening.

Among obvious "we don't like" Mr. Taishoff listed: FCC's attitude that it's a sin to earn a profit; wholesale licensing of standard stations regardless of good engineering standards; fomenting of discord by putting standard broadcasters against FM operators and FM against television; the Blue Book; antics of the "great dissenter"; all of some broadcasters to criticism; "retail" rate of radio by Pettilo and other unions, as well as second-rate boycotts; lethargy of some broadcasters toward new legislation. Not so obvious, he said, are "lifted eyebrow" regulation.

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NAB Roanoke
(Continued from page 91)
porous renewal; competitive outlook in local markets where new stations sacrifice ethics to get business; imposing on freedom of speech by the FCC’s “whittling away”

Free speech is found in this hemisphere, and in two tiny principalities of Europe, he said, pointing to the use of radio by totalitarian rulers to subjugate the people. He cited the freedom of U.S. commentators to comment freely on Secretary of State Marshall's speech as an example of American freedom, and asked rhetorically if Moltov's views could receive similar treatment.

In reviewing the legislative history of radio regulation Mr. Taishoff recalled that the old Federal Radio Commission was created in 1927 as a temporary agency to do a “traffic cop” job.

FCC’s Divisive Task
Now the FCC is immersed in many diverse subjects, he said, such “as the value of local news to a listener as against international news; the listener's tastes in what he wants to listen to; the time of the day when a farmer listens to the radio. In other words, the traffic cop, whose function is to regulate the traffic and arrest the offenders, now is striking the motorists in mid-journey to ask him not only what he is going, but where he has been and why he is traveling and who is buying his gasoline.”

All these culminate in the Blue Book, he explained, describing it as faded to a pastel gray but not yet bleached white. The book remains a threat to free radio until deleted by Congress or the courts, Mr. Taishoff insisted. Mr. Taishoff said Senator White (R-Me.) has drafted a bill which appears “90% on the side of the regulatory legislators.” Broadcasting is sounding industry sentiments on legislation through Audience Surveys Inc., he said, and will soon publish the results. He conceded it might not be possible to get a law this year, but pointed to 1948, a Presidential year.

He referred to the “pro forma” FCC investigation resolution introduced by Rep. Weller, favoring it against a “witch-hunting” inquiry.

The legislative goal, he concluded, is this, the licensing authority shall have the power to regulate the programs or the business aspects of the mass communication media.

At the conclusion of Mr. Taishoff’s talk, Mr. Aronson called on all broadcasters to join in a united drive to preserve freedom of radio.

Howard at NAB Post
ROYAL V. (Joe) HOWARD, new Director of Engineering of the NAB, took over his office last week, filling the association’s departmental setup for the first time since before the war. Mr. Howard resigned as vice president of Associated Broadcasting Co., San Francisco, to accept the NAB appointment.

Sandberg Named
HENRY SANDBERG, former director of market research of the Post Cereals Division, General Foods Corp., New York, has been appointed sales and advertising manager of that division, succeeding James North, who joined Post Cereals, General Foods Corp., New York as vice president. Richard H. Moulton, former Western sales manager of Post Cereals Division, has been named to succeed Mr. Sandberg.

FORT INDUSTRY STATIONS occupied table at NAB Area G banquet at Roanoke. Seated (1 to r), John Keefe, Washington representative; E. Y. Flanagan, WSPF Toledo; George B. Storer, president; James R. Ryan, vice president and treasurer. Standing, William E. Rine, WWVA Wheeling; John Kerns, WHB Zanesville; Lee B. Whales, general manager of group; Allen Haid, WMN Fairmont; Ralph Eldin, WLOK Lima.

BROADCASTING • Telegating
Marshall, Webb Named Heads Of Florida Groups

GLENN MARSHALL JR., WMBR Jacksonville, was elected president of the Florida Broadcasters Assn. and Hugh Webb, WBFE Sylacauga, president of the Alabama Broadcasters Assn. at State meetings held last Wednesday at Birmingham, prior to the NAB Area F convention.

Others elected by the Florida Association were William G. McBridge, WDBO Orlando, vice president; Jack Raths, WWOA Jacsonville, secretary-treasurer; Charles G. Baskerville, WFLA Tampa, John M. Spotwood, WKF Key West, and John B. Browning, WSPB Sarasota, directors. Retiring president was James M. LeGate.

Series of transcribed programs by Florida Gov. Millard Caldwell for FBA members was recommended. John I. Prosser, WKAT Miami, asked, proposed a feasible circuit pattern patterned after West Coast line arrangements. FMA maintains an office at the State capital in charge of Ken Bell.

Other officers elected by the Alabama association were F. Marion Hyatt, WJHO Opelika, vice president; F. E. Busby, WRKG Mobile, secretary; Bert E. Bank, WBC Tuscaloosa, and L. Smith, WBSB Huntsville, directors.

NAB Birmingham

(Continued from page 16)

Miss, District 6 director, presided at the meeting in charge, and hall, the Tutwiler Hotel. Mayor Cooper Green, of Birmingham, officially welcomed broadcasters at each meeting and praised them for their sagacity.

DISTRICT 5 MEETING

John Fulton, WGST Atlanta, speaking on public relations, urged stations to keep in close touch with public needs. Wilton E. Cobb, WABC New York, said surpised broadcasters get together in a clearing house to decide what kind of advertising is objectionable. "If an advertisement is against public interest or good taste it should not be broadcast over any station and the conscientious broadcaster should be protected against those less careful in the type of copy they accept," he said, adding that some stations are embarrassed by turning down copy which the station later takes.

Mr. Johnston opened labor relations, said, "Management might exercise better judgment in the type of men employed, and must take time out to gain a thorough understanding of labor relations."

James M. LeGate, WIOD Miami, urged broadcasters to start their public relations "at home." He criticized NAB for not providing more time to get behind the O'Hara Bill (HR-2740), warned of danger in activities of the Progressive Citizens of America, and contributed to appointment of Robert K. Richards as NAB Director of Public Relations.

Jack Williams, WAYX Waycross, Ga., presented a sales discussion in which Glenn Marshall Jr., WMBR Jacksonville, Fla.; James W. Woodruff, WRFL Columbus, Ga.; John M. Outler Jr., WINSX New Orleans; Frank Crowther, WMAZ Macon, Ga.; Archie S. Grinalds, WMOB Mobile, Ala., and Stanton P. Kettler, WGBS Miami, participated. Hit-hikes, chain-brakes, overgovernmentalism, were discussed.

A. D. Williard Jr., NAB executive.

Second FMA Region Meeting is Planned

Four-State Session Later This Month Set for Cincinnati

SECOND regional meeting of FMA Assn. will be held May 28 at the Gibson Hotel, Cincinnati, participating with the States in FMA's Region 2—Indiana, Ohio, West Virginia and Kentucky.

Taking part will be top officials of FMA, including Roy Hofheinz, KOPY Houston, president; Everett L. Dillard, WASH Washington, vice president; Leonard L. Ash, WBCA Schenectady, board member, and Bill Bailey, FMA executive director.

Agenda for the meeting has not been announced but tentative arrangements call for talks by several prominent figures. Series of exhibits of latest developments in clearance of low-cost transmitters and receivers, with present AM sets, will be staged in the convention headquarters. A demonstration of FM's high fidelity will be similar to that staged at the first FMA regional meeting held April 14 at Albany [BROADCASTING, April 21].

Two luncheon clubs have been invited to take part in the convention luncheon. Registered attendance at regular conference sessions is expected to exceed 210, the figure last year. The conference is scheduled for May 12-13.

Co-chairmen of the Region 2 conference will be David G. Taft, general manager of WCTS-FM Cincinnati, and Paul Wagner, manager of WCSI Columbus, Ind.

Weaver Appointed

EVERETTE WEAVER has been named assistant manager of WWOD and WWOD-FM Lynchburg, Va., Jack Weldon, general manager has announced. Station is expected to go on the air sometime this month with 1 kw as a Mutual affiliate. Licensee is Old Dominion Broadcasting Co.
**At Deadline...**

**1 KW AM OUTLETS PROPOSED FOR SANTA CRUZ, SAN JOSE**

GRANTS for new 1-kw stations at Santa Cruz and San Jose, Calif., anticipated in proposed decision issued by FCC Friday.

Commission proposed to grant to Monterey Bay Broadcast Co. for 1460 kc at Santa Cruz and San Jose, Calif. For 1460 kc at San Jose. Both would be DA operations. Mutually exclusive and given proposed denials: KSAN San Francisco to move from 1450 to 1460 kc and increase from 250 w to 5 kw (ID); KTVY Yakima, Wash., to increase from 500 w to 1 kw on 1460 kc; Mission Broadcasting Co. for new station at San Jose on 1490 kc with 250 w. Comr. Ray C. Wakefield favored grant to Mission Broadcasting instead of San Jose Broadcast Co.

FCC concluded Santa Cruz, with no station now, needs own outlet more than San Francisco or Yakima needs expansion of existing outlets (KSAN and KTVY). Between San Jose applicants, Commission preferred San Jose Broadcasting on basis of plans for ownership participation in station affairs.

Monterey Bay Broadcast Co. proposed grantee is partnership of L. John Miller, KNAK Salt Lake City traffic manager, who would be manager (15.4%); James A. Wrathall, Washington consulting radio engineer and minority stockholding of KUTA Salt Lake City. KXSM Bakersfield and KXL Twin Falls, 1450 kc, (24.5%); Taft W. Wrathall, brother of Grant, in aircraft instruments research (24%).

San Jose Broadcast Co., proposed grantee at San Jose, is headed by John C. Levi, for 1500 kc and electrical appliance store owner, who would be general manager (38%); Harvey Miler, attorney (15.4%); Ros S. Gayle, banker (9.09%). Mission Broadcasting, favored by both Kona Broadcasting for San Jose, is owned by Charles E. Moore and associates (100%). Ray C. Wakefield is partner in manufacturing company, Hayes group is associated with San Jose newspaper.

**PITTSBURGH FM GRANT**

FCC Friday announced order granting application of KDKA Broadcasting Co. (permits for WPIT Pittsburgh) for Class B FM at Pittsburgh. Facilities: 20 kw effective radiated power, antenna height 495 feet, channel to be assigned. Grant was reversal of original proposal to deny application of duo-ply grounds linking Liberty ownership with WSTV-FM Steubenville, Ohio [BROADCASTING, Nov. 4].

**FCC Lists Approved**

FIRST LISTING of FCC-approved FM transmitters, frequency monitors, and modulation monitors reviewed and reported by Commission Friday. Incorporated in FM Engineering Standards effective immediately, lists show manufacturer and type number of equipment and, for transmitters, rated power and type of approval.

Table indicates construction details and measured performance data of completed equipment that have been supplied to FCC; tentative approval means manufacturer has supplied preliminary data including guarantees of performance (equipment to be constructed or under construction.)

Lists become Sections 16, 17, and 18 of FM Standards. Other equipment to be added following approval. Following are lists, by manufacturer, in tentative list (in tentative list indicates FCC approval; final approval; "T", Tentative approval):

<table>
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<th>Sei.</th>
<th>Approved Transmitters</th>
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| Collin Radio Co., Cedar Rapids—Type No. 731A, 250 kw, 10 kw, T; 731B, 1 kw, T; 731A, 3 kw, T; 731A, 10 kw, T. |}

**Equipment for FM**


RF Broadcast Co., Quincy, Ill.—BP-250A, 250 w, F; BP-1A, 1 kw, F.

RCA Bros., Schenectady—BT-2A-2, 250 w, F; BT-2A-1, 1 kw, T; BT-2A-3, 2 kw, T; BT-2A-4, 10 kw, T; BT-2A-5, 50 kw, T.

Harvey Radio Labs., Cambridge, Mass.—FM-500, 250 w, F.

RCA, New York—MI-7016 Exciter, F; BTP-320A, 250 w, F; BTP-1C, 1 kw, F; BTP-3B, 3 kw, T; BTP-10B, 10 kw, T.


Stearns, West Rutland—BP-250, 250 w, F; BP-1000, 1 kw, T; BP-3, 3 kw, T.

Westinghouse-Corning—501B1, 250 w, T; 501B2, 250 w, T; 501B2-1, 1 kw, T; 503-B, 10 kw, T; 505-B, 25 kw, T; 509-B, 50 kw, T; 506-B, 10 kw, T; 508-B, 25 kw, T; 507-B, 50 kw, T; 517-B, 100 kw, T.

Westinghouse—Baltimore—MO/MX, Exciter, F; FM-1, 1 kw, T; MF-3, 3 kw, T; FM-10, 10 kw, T; FM-90, 50 kw, T.

Sec. 17 Approval Frequency Monitors

Doonille Radio, Inc., Chicago—Type No. FD-11.

General Electric, Schenectady—BM-1-A.

REL, Long Island City—600.

Sec. 18, on approved modulation monitors, lists same manufacturers and type numbers as approved frequency monitors (Sec. 17).

**NAB AREA F DEMANDS MAYFLOWER CASE REVISION**

NAB AREA F meeting in Birmingham passed joint resolution Friday asking Board of Directors "to bring about revision of inference in Mayflower case and establish right of broadcasters to present views under their own sponsorship and in keeping with constitutional guarantees of freedom of speech (early story page 16).

President Justin Miller, in addressing area, said good advertising on the air is in public interest and one of the cornerstones of free democracy. Richard P. Doherty, Director of Employee-Employer Relations, said he will analyze portal pay measure after studying text. Hugh Feltis, BMB president, and Frank E. Pellegrin, NAB Director of Mr. Spivy Advertising, conducted sessions. Luncheon speakers were Carl Havenlin, BMB president, and Linneea Nelson, chief timebuyer, J. Walter Thompson Co., New York agency.

**CLOCK SAVES DURR**

COMR. CLIFFORD DURR, who recently broke with his FCC colleagues on Blue Book enforcement alleging they were reneging, was saved by clock on Friday night. Lawrence Spivak, American Mercury editor, pressing Durr hard on censorship, drew from him comment that FCC had ruled that barring attacks from air would violate First Amendment and that same thing applied to Communists on ground that if their views were expressed, public would understand better.

While Spivak observed that on matters of entertainment and other programs Durr felt FCC ought to have a hand, but that on atheism and Communism public should decide, Commissioner Durr's term expires June 30 and Chairman Charles R. Denny has urged his reappointment to fill a vacancy in the searing field, probably having in mind that Republicans will demand voice in selection.

**AP TRANSFERS NEWS; McCAMBRIDGE RETIRES**

RETIREMENT of W. J. McCambridge as general manager of Press Assn., and transfer of radio news activities of Associated Press from subsidiary to new radio department within AP announced by Kent Cooper, AP executive director and general manager. New department of FM broadcasting will have as assistant general manager of PA, now assistant general manager of AP.

Press Assn. will continue to handle various salvage activities of AP, with executive personnel unchanged except for Mr. Granling, former assistant general manager of PA, now assistant general manager of AP.

**Closed Circuit**

(Continued from page 4)

always has opposed active participation. Flat figure payment of about $5,000 annually is indicated for associate status. ABC, now outside NAB fold, probably will join as nonvoting associate.

THAT predicted mortality among "loft" receiving set makers is appearing as old-line firms operate on volume basis and stocks back up on demand. No two equipment firms that dabbled in set production after war now starting to lose interest.

FMA attempts to "get together" with AFM has made no headway. White House says no comment. FMA fold, probably in mind that Republicans will demand voice in selection.

**TELEVISION and radio are priced to bring such record-breaking convention boom to Philadelphia that city fathers may offer Democrats $200,000 check similar to that given GOP. Philadelphia sits in heart of coaxial cable and could bring about 58% of national population to political ring-side.**

WHILE AGENDA of International Telecommunications Conference beginning in Atlantic City, May offers list of domestic broadcast subjects, at least one broadcasting executive will be on scene. NBC has designated F. M. (Scoop) Russell, vice president in charge of network's Washington activities, as official representative. RCA delegation will be headed by Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs. High frequency allocation rules may affect television channels and final phases of conference will deal with international broadcasting allocations.

**CONGRESSMEN** deluged with requests from broadcasters for action on uniform time for radio to avoid annual DST changeover. Even if nothing happens at this session, proponents believe activity will condition Congress for speedy work next session.

**BROADCASTING** • Telecasting
Once upon a time there was a smart fox. She worked for a radio station. The sign on her door read, "Katherine Fox, Director of Special Broadcast Services". (It might also have added, "And the sales department gets very unhappy with me").

We all agree that a radio station must have advertising revenue to exist. It also must serve the best interests of its audience. Sometimes these two fundamentals cause minor crises. Because if some event, program, or service should be broadcast for the good of our listeners—it must be aired at a time when the majority will hear it. Naturally, this is just the time when the nice clients want their shows broadcast.

Obviously, then, this fox has a tough job—she's strictly in the middle. The sales department and their nice clients scream, tear their hair and beat their chests in frenzied agony—but then they both agree that she is a smart fox that knows what Special Broadcast Services mean to the vast WLW audience.

So what happens? Usually it follows the pattern pointed out by Variety: "...they think nothing of cancelling an hour of choice commercial time to air a public service show". (Please, Variety..."think nothing"? You shoulda asked our sales department!)

The moral? Simply that every station should have a smart Fox AND a smart sales department. Happily, for us AND our listeners, we have both.

WLW Special Broadcast Services is a separate department requiring the full-time services of four experienced persons. Assistant to Miss Fox is Larry Neville, former FBI agent with 15 years as a writer, producer and special events director with KMOX and WLW. Eloise Coffman Brown, former teacher and director of radio education, has charge of the international division while Jean Friar handles secretarial and office details.

All policy matters in connection with the Special Broadcast Service Department are handled directly through the office of the president of the corporation.

In 1946, WLW broadcast 1,210 hours of programs in the public interest. Had this time been purchased, the cost for station time alone—figured at the greatest possible discount and not including the cost of dramatic talent, production, music, etc.—would have amounted to $1,134,210.69.
IDEAS AND Inspiration—I get plenty of both when I talk with the people at our Stations. That’s why I spend so much time visiting our affiliates from coast to coast; and why my door is always open to Station people who honor us by dropping in at 1440 Broadway. At the same time, you Station folks have been kind enough to tell me that you, on your part, get plenty out of what I have to say about Mutual—about our planning, programming, station relations work and our selling—because it is “behind the scenes” stuff from the headquarters of your own network.

I have often wished I could talk personally with all of you, and not just the hundred or so I manage to get around to in the course of a year. So I’m going to do the next best thing—talk with you on the back cover of “Broadcasting.” And because Mutual’s station story has many chapters and covers a great many aspects, I’ve arranged to be on the back cover about once a month. In these discussions I hope to give you a full picture of—

1. The philosophy which guides us in the building of our network—facilities-wise.
2. The background of programming designed to help you fulfill your obligations to your listeners.
3. What we do to get big name shows of New York, Chicago and Hollywood origination, to help you build bigger audiences.
4. What we are doing, in an Engineering way, to help you with your problems; also about our Engineering studies on coverage and how we expect to use them in connection with BMB.
5. How we are putting forth every effort, in these times when advertising money is tight, to get more business on your stations.
6. How we represent you with the advertising agencies and with our advertisers—who are also your advertisers.

These are a few of the things I expect to talk over with you in this space; and in this first Chapter I’m going to try to tell you about the philosophy which has helped us build Mutual, station-wise, into “the world’s largest network.”

Threefold Responsibility
Here at headquarters we feel that a national network has a three-way responsibility: first, and always first, come the listeners (your listeners and ours); second, the advertisers who invest their money in our facilities (our advertisers, of course, are your advertisers); third, the responsibility of caring for and promoting the interests of our affiliates, which is something we take seriously.

Our responsibility to the listener, we look at in this way: we hope some day in the not-too-distant future, to make it possible for every radio home in the United States to be able to tune to a Mutual station and get Mutual programs. We want to operate in the interest of ALL the people. With this as our goal we have been adding stations to the network at a great rate. For example, since January 1943 the number of stations has increased by 166; and the number of radio homes within the Mutual coverage area has gone up by 5,350,000—partly through the addition of these stations and partly because the present total radio homes (1946 Estimates) is greater by several million than the 1940 Census figure which we follow two main trends: we work toward continuing improvement of our coverage of the metropolitan markets and in this we are making fast strides.

The other part of our coverage philosophy is “coverage from within” in the areas outside the metropolitan. Power to us is something to be used judiciously and we feel that a 250-watt station which blankets its community can do a better job at less cost than a station with more power in its community and can, as a consequence, be a better buy.

We have, as you know, over 250 stations which are the only stations in their markets; they are dominant in their areas and we are proud of them. Our responsibility to our stations extends to programming and public service, to help in sales, engineering, and several other directions. We feel your welfare is akin to ours and that in the measure that we help you succeed, we help ourselves. That’s the true meaning of MUTUAL. But more of that next month.

Rime and Reason
So you can see that there is a sound philosophy behind our facilities operation. There is sound reason why we are the world’s largest network, why we have more than 400 stations and why we are still adding them. Yes, there is sound reason.

And also there is rime. In the names of the cities and towns served by Mutual—names which have color and music—names which fascinate me:

There’s Nampa, Tampa and Pampa Aberdeen, Moline and Bowling Green, There’s Astoria, Victoria and Emporia Santa Anna and Texarkana.
Monterey and Coos Bay. Baltimore, Bangor and—hundreds more.

But what about Glocca Morra? Well, if they ever locate Glocca Morra in the United States, Mutual will undoubtedly have a station there, and we just like to be prepared with call letters.

Mutual Broadcasting System
World’s Largest Network